Radio/ WCSR: Correspondence, 1954

80. Radio

3-6

January 17, 1954

Dear Station Manager:

Enclosed you will find what seems to be an imposing stack of questionaires for you and your staff to answer. However, if you pass the different sections out to the departments involved, I think you'll find that they are comparitively easy to answer. At least this is the hope of the author.

I am a Graduate Student at Miami University in Oxford, Ohio, and have spent four years in various phases of this carrier-current (or wired-wireless) radio. During those four years, I yet to find two stations that do things exactly the same. So, for my Master's thesis, I am trying to find out just what these differences are, and how the stations are similar in their operation.

With your cooperation, the results of this thesis will aid not only new stations about to come on the air, but, I hope, also those stations that are on the air now, and are looking for ways in which they might improve their operation.

I would appreciate it greatly if the answers to this questionaire could be in the mail back to me by the first of February, or at the latest by the 15th of February. In this way, I can spend the spring compiling the results, and have the thesis completed by June.

So much for what I want. In return, I will be more than glad to send a copy of the completed thesis to any station that desires a copy. Just slip a note in the return envelope if you want your copy, and I'll add it to my list.

Although this research is entirely independent of IBS, I am very glad for the help that they have given me so far. Mr. Borst was kind enough to send me a list of his stations, and it is from this list that I have compiled my original mailing list.

Please don't forget that February return date; it will help both of us.

Sincerely,

Charles A. Brown

Charles A. Brown
Miami University

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https://archive.org/details/wcsrcorresponden00unse_4

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7-8300

January 4, 1954

Miss Nikki Ernstoff
Baldwin House
Smith College
Northampton, Massachusetts

Dear Miss Ernstoff:

It was a pleasure to meet you while you were in the city during the Christmas holidays.

I have been able to procure Miss Elizabeth Haglund, Manager of Placement for the NBC Personnel Department, to speak at your banquet late in February. Miss Haglund is well qualified to address your group on "Careers for Women in Radio".

May I suggest you write to Miss Haglund at the above address, giving her details as to the date, hour, etc.; and outlining final arrangements for her transportation and hospitality. It is understood that your group will assume all costs entailed in Miss Haglund's visit to Northampton.

You may be assured of a very interesting and stimulating program with Miss Haglund as your speaker.

Sincerely yours,

Kathryn S. Cole

Kathryn S. Cole, Manager
Department of Information

WMHC

MOUNT HOLYOKE COLLEGE BROADCASTING STATION

SOUTH HADLEY, MASSACHUSETTS

Jan. 11, 1954

Roo Herty
Station Manager
Radio Station
Smith College
Northampton, Mass.

Dear Roo:

WMHC is planning to reorganize many aspects of its set-up in the near future. I am writing to you in hopes that you might be able to help us in planning this by answering some questions about your own organization. Here are some of the things I would like to know: A detailed description of the organization of your station, the type of boards and the amount of power they hold, and the type and number of officers and functions of their positions; the method of selecting or electing officers and members; and the method of training new members (is this directed by one person and is the trainee required to learn all aspects of broadcasting?).

Thank you very much, Your help is greatly appreciated and if you could send us this information before Feb. 1st it would be most beneficial.

Sincerely yours,

Lynn M. Davis

Lynn M. Davis
Station Manager
WMHC

Mrs. Kathryn S Cole

Jan. 15, 1954

Dept of Information.
N.B.C.
R.C.A Building, Radio Ct.
New York, N.Y.

Dear Mrs. Cole,

I want to thank you once again for your assistance in procuring Miss Hagund as a speaker for our station. The college greeted the news with great enthusiasm, demanding that we make her visit a college-wide affair. This response certainly indicates a sincere interest in Miss Hagund's offering, serving at the same time, to express our genuine appreciation of your services.

Sincerely Yours,

M.

Miss M.C.
Baldwin
Smith
North

Jan. 15, 1954

Miss Elizabeth Haglund
NBC Personnel Dept.
RCA Building, Radio City
New York 20, N.Y.

Dear Miss Haglund,

Mrs. Kathryn Cole of the department of information, informed me that you are willing to ~~come~~ speak at our radio station banquet, here in Northampton. The college greeted this news with great enthusiasm and demanded that we make your visit a college-wide affair. ~~In order to satisfy interest~~ Certainly ~~to~~ Appreciation of your ability and interest in your topic are not limited to the radio station alone.

In order to get maximum attendance, ~~we have~~ we have cancelled plans for the banquet, ~~and arranged for a~~ hoping that you ~~college wide lecture on March the afternoon of March 17, 1954.~~ ~~Hoping that you will be able to speak to us then, exams and such make any date other date impossible.~~ will be able to visit us on March 17, ~~and address~~ and speak to our group ~~=~~ that afternoon. Examination + Vacation schedules being what they are, this is the only date that we can offer.

Our treasurer will send you a check to cover the round-trip ticket to Northampton. ~~If you wish to~~

~~We hope that you~~ would be delighted to have you ~~will~~ spend the night here at Smith, as the guest of the Radio Station.

Please let us know if you ~~can~~ will be able to come so that we can make the proper arrangements.

~~I have not spoken for the state college in upcoming m~~

~~We hope that the new date will fit in with your plans for~~

We look forward to March, ~~with~~ hoping that the newdate will fit in with your plans.

Sincerely yours,

Nikki Ernstoff

Eastern States Radio Corporation

COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982
COLUMBUS 16, OHIO
WORTHINGTON 2-5394

February 5th, 1954

Miss Janet White
Manager, Radio Station WCSR
10½ Prospect Street
Northampton, Massachusetts

Dear Miss White:

We will shortly be submitting to the American Tobacco Company a recommendation to renew its college radio program contract for the 1954-5 college year.

Would you please advise us as to whether WCSR wants to be included in the list of stations desiring renewal of this contract, and also whether the contractual conditions in force this year will be acceptable for a renewal agreement for the 1954-5 year?

Your prompt reply will be greatly appreciated, since we must, of course, have each station's consent before submitting our list to the sponsor for consideration of approval.

Cordially,

Bob Vance

Robert R. Vance, Jr.
Operations Manager

RV:s

Eastern States Radio Corporation

COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982
COLUMBUS 16, OHIO
WORTHINGTON 2-5394

February, 1954

Managers
All Stations Carrying Lucky Strike or RCA University Library Programs

Gentlemen:

Eastern States Radio Corporation has engaged the services of College Radio Corporation to handle day-to-day servicing of the Lucky Strike Package Program series, as of February 1st, 1954. This means that while station contracts remain in force between the station and the Producer, Eastern States Radio Corporation, all correspondence from stations relative to this program series should now be addressed to College Radio Corporation, 14 West 45th Street, New York 36, New York. The telephone number of CRC's New York office is OXford 7-0890.

A similar arrangement has been made whereby CRC will also handle servicing of the RCA University Library Program series on those stations now carrying the RCA programs under contract with Eastern States Radio Corporation.

It is expected that this change will result in increased efficiency and convenience to stations and to advertisers alike, and your cooperation in making prompt use of the new address will be greatly appreciated.

Sincerely yours,

Robert R. Vance, Jr.

Robert R. Vance, Jr.
EASTERN STATES RADIO CORPORATION

RV:lk

INTERCOLLEGIATE
BROADCASTING
SYSTEM

706 SANDERS AVE., SCHENECTADY 2, N. Y.

OPERATIONS DEPARTMENT

February 2, 1954

Station Manager
WCSR
Smith College
Northampton, Massachusetts

Dear Station Manager:

On December 22, 1953 we wrote advising that we were temporarily listing WCSR on a special supplement to the IBS national advertising rate card, which is used by our representative.

We advised that since we have no day-to-day contact with your station we can not be certain that this listing is accurate or that you actually desire this representation. Hence, we requested that you sign and return an authorization to continue the temporary listing, or inform us of your desire to have WCSR deleted.

To date we have not heard from you with regard to this matter. We recognize that your reply could well have been delayed by the Christmas holidays. We hope that this reminder will prompt you to consider this matter now and that we will hear from you shortly.

Cordially,

David W. Borst

David W. Borst
Operations Manager

DWB/jfb

February 2, 1964

Station Manager
WCSH
Smith College
Northampton, Massachusetts

Dear Station Manager:

On December 23, 1963 we wrote advising that we were temporarily listing WCSH on a special supplement to the IRS national advertising rate card, which is used by our representative.

We advised that since we have no day-to-day contact with your station we can not be certain that this listing is accurate or that you actually desire this representation. Hence, we requested that you sign and return an authorization to continue the temporary listing, or inform us of your desire to have WCSH delisted.

To date we have not heard from you with regard to this matter. We recognize that your reply could well have been delayed by the Christmas holidays. We hope that this reminder will prompt you to consider this matter now and that we will hear from you shortly.

Cordially,

DRB/jfb

David W. Boyd
Operations Manager

WCSR

Pioneer
Broadcasting
System

Smith College

10½ Prospect Street
Northampton, Mass.

600 K. C.

February 18, 1954

Mr. Robert R. Vance, Jr., Operations Manager
Eastern States Radio Corporation
College Radio Service Division
P. O. Box 1982
Columbus 16, Ohio

Dear Sir:

In reply to your letter of February 5, 1954, WCSR desires to renew its college radio program contract for the 1954-55 college year. We would like the same contractual condition of $300 a year.

Sincerely,

Camilla R. Davis
General Manager, WCSR

CD:mg

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

# WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

BB092

B.NA486 NL PD=WUX NEW YORK NY 22=

MISS NIKKI ERNSTOFF, BALDWIN HOUSE=

SMITH COLLEGE NORTHAMPTON MASS=

NO WAY OF WORKING OUT TIME SCHEDULE FOR MARCH THIRD SPEAKING ENGAGEMENT. CAN YOU SUGGEST ANOTHER TIME=

ELIZABETH HAGLUND PUBLIC RELATIONS COORDINATOR HOME NBC=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

# WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

| SYMBOLS |
| --- |
| DL=Day Letter |
| NL=Night Letter |
| LT=Int'l Letter Telegram |
| VLT=Int'l Victory Ltr. |

1954 FEB 24 PM 12 54

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

=BB048

B.NA346 DL PD=NEW YORK NY 24 1222PME:

=JANET WHITE=

SMITH COLLEGE NORTHAMPTON MASS=

.WE HAVE NOT YET RECEIVED ORIGINAL LUCKIES JANUARY AFFIDAVIT OR DUPLICATE SENT YOU ON 18TH. PLEASE AIR MAIL YOUR REPORT TODAY AND ALSO WIRE US REPEAT ALSO WIRE US TOTAL NUMBER OF LUCKIES BROADCAST DONE IN JANUARY:

=COLLEGE RADIO CORP 14 WEST 45 ST NEW YORK CITY=

2/24

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7-8300

February 15, 1954

Miss Nikki Ernstoff
Baldwin House
Smith College
Northampton, Massachusetts

Dear Miss Ernstoff:

The long delay in replying to your interesting invitation has resulted from the recent change in my job at NBC. There was a question for a time whether I might be free to make the trip to the school. However, this question has now been happily solved, and if it is agreeable to you I will plan to be in Northampton for a meeting on March 17.

My new job assignment may actually fit in very well with the kind of discussion you would like for your group. I am now Public Relations Coordinator for "HOME", the new program for women which goes on the air March 1.

When I have been able to complete transportation arrangements, I can write you again and we can settle on any remaining details. I hope to hear that this will fit in with your plans, and look forward eagerly to meeting with your group.

Sincerely yours,

Elizabeth Haglund

Elizabeth Haglund
Public Relations Coordinator
HOME

EH:eh

wybc 640 ON YOUR DIAL

YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE UNiversity 5-6400

February 22, 1954

Station Manager
WCSR
Smith College
Northhampton, Mass.

Dear Madam:

Excuse the formalities, but I simply have forgotten names, and don't quite know to whom I should write. This is to inform you that our membership and, I'm sure, the campus at large is awaiting your traditional Spring visit down here. Our facilities are at your disposal for a night so I hope you'll start making plans for some Friday night in March or April. Make sure to bring June Allyson and Ruby Milk. I'll be expecting a favorable reply in the near future.

Sincerely,

James T. Boorsch ("Jim")

James T. Boorsch
Chairman

JTB:no

Miss Nikki Ernstoff
Baldwin House
Smith College
Northampton, Mass.

February 26, 1954

Miss Elizabeth Haglund
Public Relations Coordinator
HOME
R.C.A. Building, Radio City
New York 20, N.Y.

Dear Miss Haglund,

We are sorry to hear that you will be unable to visit us on March third. Unfortunately this is the only date available before Spring Vacation. Since there is a great deal of college enthusiasm for radio and radio personnel, we hope that you will be able to speak to us at another time.

I will be in New York from March 24th to April 7th and I would like very much to meet you then. I will get in touch with you, hoping that we will be able to get together.

Congratulations on your new position, WCSR wishes HOME the very best of luck and success.

Sincerely,

Nikki Ernstoff
Advertising Manager
WCSR, Smith College

NE/ne

Nikki Ernstoff
WCSR-Smith College
Northampton, Mass.

February 25, 1954

Dear Sirs:

WCSR has just elected a new advertising manager--me. In the midst of our reorganization, the Lucky Strike account has been shifted from the production to the advertising department. While looking through the files I could not find any form or letter concerning renewal policy or proceedure. Could you please send me this information.

Thank you,

Nikki Ernstoff
Advertising Manager
WCSR - Smith College

NE/ne

WCSR
Pioneer
Broadcasting
System

Smith College
10½ Prospect Street
Northampton, Mass.

600 K. C.

February 26, 1954

Station Manager
WMIT
M.I.T.
Cambridge, Massachusetts

Dear Sir:

WCSR would be very happy to have WMIT visit us in the near future. We know that you have an excellent station. We feel that our station would profit by your visit and both stations, we are sure, would have a good time.

We would prefer your coming on a Friday night and you could take over our broadcasting from seven until midnight. Hope to hear from you soon as to when it would be most convenient for you to come down to Smith.

Cordially,

Camilla Davis
Station Manager, WCSR

CD:mg

WCSR
Pioneer
Broadcasting
System

Smith College
10½ Prospect Street
Northampton, Mass.

600 K. C.

February 26, 1954

Station Manager
WHRB Harvard
Holyoke Street
Cambridge 38, Massachusetts

Dear Sir:

We were very happy to hear that WHRB is interested in paying WCSR a visit in the near future. We would be very glad to have you come, preferably on a Friday night, and take over our broadcasting from seven until midnight. The station feels that April would be the best time for us if that is convenient for you.

WHRB, we have heard, is doing an excellent job of broadcasting. Your new classical recording program is supposed to be very good. Our station will greatly profit from your visit and both stations, we are sure, will have a good time.

Hope to hear from you soon as to when it would be most convenient for you to come down to Smith.

Cordially,

Camilla Davis
Station Manager, WCSR

CD:mg

WCSR
Pioneer
Broadcasting
System

Smith College
10½ Prospect Street
Northampton, Mass.

600 K. C.

March 3, 1954

Mr. James Boorsch
WYBC
Box 242-A, Yale Station
New Haven, Connecticut

Dear Sir:

WCSR would like very much to pay WYBC a visit. We have discussed possible dates and think that Friday April 9th would be best for us if that is convenient for you.

There are many on the station who would like to come and we were wondering how many people you would prefer us to bring. We would also appreciate your telling us if there are any possibilities of our getting rides to or from New Haven and where we can stay in New Haven on Friday night.

We really are looking forward to seeing your station as we know it is an excellent one. Hoping to hear from you soon concerning our final plans.

Cordially,

Camilla Davis
Station Manager, WCSR

CD:mg

Ans. No
on March 8 1954

March 5, 1954

ATTN: Station Manager

RE: Beer advertising

Dear Station Manager:

Other than cigarette advertising, nationally and regionally distributed beers have always been one of the most logical prospects for national advertising on COLLEGE RADIO. We would like very much to approach beer advertisers, but we must have a sufficiently large number of stations that will accept such advertising.

When you fill out the attached beer questionnaire consider that on many campuses the newspaper and humor magazine now accept beer advertising.

Please indicate what regional favorite beer you think might be a logical prospect for us to approach. A business reply envelope is enclosed for your convenience; please return the questionnaire promptly.

Very truly yours,

COLLEGE RADIO CORPORATION

March 7, 1954

ATTN: Station Manager

RE: Beer Advertising

Dear Station Manager:

Other than cigarette advertising, nationally and regionally distributed beers have always been one of the most logical properties for multiple advertising on COLORADO RADIO. We would like very much to approach beer advertisers, but we must have a sufficiently large number of stations that will accept beer advertising.

Then you will see the attached beer questionnaire concerning some of the many reasons the necessary and logical approach for beer advertising.

Please indicate what regional brewing beer you think might be a logical prospect for us to approach. A minimum reply envelope is enclosed for your convenience, please return the questionnaire promptly.

Very truly yours,

COLORADO RADIO NETWORK

Called Bob, March 15, 1954
told him we had sent Report in Dec. or Jan. He will check and let us know. - Saby

C·R·C

**COLLEGE RADIO CORPORATION**

~~545 FIFTH AVENUE~~ • NEW YORK 17, N. Y. • *Telephone:* Murray Hill 7-6865
14 West 45th Street

Cxbd 70890

March 9th, 1954

Miss Janet White, Manager
Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Janet

We have not yet received from your station a notarized report of results of the December (or later) Lucky Strike survey of student smoking preferences and listening habits.

This survey report is urgently required immediately. We have been given a deadline of March 15th with the sponsor, and ask your cooperation in doing everything possible to help us meet it.

A report form is enclosed. If you submitted your various tally sheets to us for compilation, the report form is already filled in with the proper figures. If the form enclosed is blank, we assume you are doing your own tallying and will enter the proper figures.

Please process this survey report at once: make any necessary entries, sign the form, have it notarized, and rush it back to our New York Office by air mail. If you have any questions of any sort about this form or any entries we have made on it for you, please telephone us collect. Fast action is the keynote!

If for any reason you have not yet performed the survey on your campus, please have it done this week. Cut down on the sample size (but not below 75) to expedite matters, and get your report in the mail no later than the 13th.

Our thanks to you in advance for the full cooperation we're sure you'll give in this matter.

Sincerely yours

Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

Enc.

1953 Luckies Fall Survey Report From the ____Smith____________ Campus

Number of Students Interviewed ______________ ( _____%xofxenrollment)

Date Interviews Performed __________________, 1953.

---

Question 1 - What cigarette do you smoke?

Number of preferences expressed:

__________ Chesterfield (regular)
__________ Chesterfield (king size)
__________ Camel
__________ Cavalier
__________ Fatima
__________ Kent
__________ Kool
__________ L & M
__________ Lucky Strike
__________ Pall Mall
__________ Herbert Tareyton
__________ Philip Morris (regular)
__________ Philip Morris (king size)
__________ Old Gold (regular)
__________ Old Gold (king size)
__________ Parliament
__________ Raleigh
__________ Regent
__________ Viceroy
__________ Non-smoker
__________ ________________
__________ ________________
__________ ________________

Question 2 - How often do you listen to the Lucky Strike News or Sports show on ____(station)____?

__________ Frequently (a)

__________ Seldom (b)

__________ Never (c)

Question 3 - How often do you listen to the Lucky Strike Music program on ____(station)_____?

__________ Frequently (d)

__________ Seldom (e)

__________ Never (f)

Question 4 - How would you rate the Lucky Strike shows on ___(station)_____ as compared with others?

__________ Better (x)

__________ As Good (y)

__________ Poorer (z)

1983 Southern Field Survey Tobacco Farm Use _____ Field _____ Course

Number of Students Interviewed _____ I _____ Hand-Interviewed

Date Interviews Performed _____, 1983.

---

Question 1 - Does you smoke?

Number of respondents replying:

_____ Cigarettes (recently)
_____ Cigarettes (long ago)
_____ Cigar
_____ Pipe
_____ Chew
_____ Snuff
_____ Bidi
_____ I & H
_____ Dairy Yields
_____ Pain (Ail)
_____ Nicotine Tetroxyen
_____ Fright (Death threats)
_____ Health Hazards (Side effs)
_____ Old Folk (Tradition)
_____ Old Folk (Long life)
_____ Pacifiers
_____ Suicide
_____ Pregnant
_____ Nursery
_____ Anti-social
_____ _____
_____ _____
_____ _____

Question 2 - How often do you listen to the Lucky Strike show or Tobacco show on _____ (station)?

_____ Frequently (a)

_____ Sometimes (b)

_____ Never (c)

Question 3 - How often do you listen to the Lucky Strike Talk, Tobacco on _____ (station)?

_____ Frequently (a)

_____ Sometimes (b)

_____ Never (c)

Question 4 - How would you rate the Lucky Strike show on _____ (station) as measured with others?

_____ Better (a)

_____ Same (b)

_____ Worse (c)

Question 5 - What cigarette did you smoke last year:

Cigarette smoked last year:

| | |
|---|---|
| _____ | Chesterfield (regular) |
| _____ | Chesterfield (king size) |
| _____ | Camel |
| _____ | Cavalier |
| _____ | Fatima |
| _____ | Kent |
| _____ | Kool |
| _____ | L & M |
| _____ | Lucky Strike |
| _____ | Pall Mall |
| _____ | Herbert Tareyton |
| _____ | Philip Morris (regular) |
| _____ | Philip Morris (king size) |
| _____ | Old Gold (regular) |
| _____ | Old Gold (king size) |
| _____ | Parliament |
| _____ | Raleigh |
| _____ | Regent |
| _____ | Viceroy |
| _____ | Non-smoker |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

I certify that to the best of my knowledge and belief the foregoing is an accurate report of answers received from students during a random survey conducted on our campus.

Signed _____

_____
(Title)

_____
(Station) (Campus)

Sworn to and subsrcibed before me this _____ day of _____, 1953, in _____

_____
Notary Public

ESRC LS-53a

WYBC 640 ON YOUR DIAL

YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE UNiversity 5-6400

March 8, 1954

Miss Camilla Davis
Station Manager, WCSR
Smith College
10½ Prospect Street
Northhampton, Mass.

Dear Camilla:

I've just had an opportunity to consider your letter of March 3rd, and after consultation with our Program Department, we find that we can schedule you from nine to one, Friday evening, April 9th, as you requested.

We are willing to receive as many of you as you want to send. We can get you accomodations here through the Student Rooming Agency, if you want to stay overnight. Last year, as I remember, your delegation returned after the show. It might be easier for all concerned, and less expensive for you to do this. However, if you want to stay, it can easily be arranged. As for cars, if you cannot provide them, I'm sure we can get you some chauffeurs.

I would suggest a Lonesome Gal, and a live show with piano as a starter. The rest is up to you.

We're all looking forward to seeing you, and I hope as many of you as possible can come down here.

Sincerely,

Jim

James T. Boorsch
Chairman

JTB:no

WCSR
Pioneer
Broadcasting
System

Smith College
10½ Prospect Street
Northampton, Mass.

600 K. C.

March 12, 1954

Mr. William K. McElroy
Station WHRB
16 Dunster Street
Cambridge 38, Massachusetts

Dear Mr. McElroy:

We are very glad that you would like to come down to Smith and take over our broadcasting. As for dates, April 16 would be better for us. We would like you to broadcast from seven until midnight.

We have an outlet for your tape recordings. We have a large collection of records, but we are sure that it is not as extensive as yours. It is hard for us to give you an estimate of what we have so it might be a good idea if you consulted some of the members of WHRB who have come in past years.

We are really looking forward to your "schmool" to Smith! It should be great fun for both stations. If you have any more questions please let us know. See you on April 16th.

Sincerely,

Saby Davis
Station Manager, WCSR

CD:mg

C·R·C

**COLLEGE RADIO CORPORATION**

14 WEST 45TH STREET • NEW YORK 36, N. Y. *Telephone* OXFORD 7-0890

March 16th, 1954

Miss Nikki Ernstoff
Advertising Manager, WCSR
10½ Prospect Street
Northampton, Massachusetts

Dear Miss Ernstoff:

In reply to your recent inquiry, we have received a letter for ESRC from the new manager of WCSR indicating that renewal of the Luckies programs for the 1954-5 year on the same terms and conditions of this year's contract will be agreeable to the station.

That letter is all we will require until just before the new programs go on the air, at which time we will send a formal contract form for your file.

Next year, as this year, WCSR will receive $300 for the Luckies contract.

Cordially,

Bob Vance

Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

RV:s

Pins

WCSR
Pioneer
Broadcasting
System

Smith College
10½ Prospect Street
Northampton, Mass.

600 K. C.

March 21, 1954

The F. Boucher Company
243 Lorraine Avenue
Upper Montclair, New Jersey

Dear Sir:

Please send us one dozen (12) sterling lapel pins with a safety catch. We would like them stamped with WCSR and PBS.

Enclosed please find a check for $19.80. Thank you very much.

Sincerely,

Camilla Davis
Station Manager, WCSR

CD:mg

WCSR
Pioneer
Broadcasting
System

Smith College
10½ Prospect Street
Northampton, Mass.

600 K. C.

March 21, 1954

Mr. James Boorsch
WYBC
Box 242A, Yale Station
New Haven, Connecticut

Dear Jim:

WCSR is anxiously awaiting its visit to Yale on Friday, April 9th and broadcasting from nine until one. There are fourteen girls coming down and we would appreciate your letting us know if there any possibilities of rides to or from New Haven and getting them all rooms for Friday night.

Thank you loads for arranging our forthcoming visit. We are all looking forward to a wonderful time.

Sincerely,

Saby Davis
Station Manager, WCSR

CD:mg

TELEPHONE UN 5-6400

YALE BROADCASTING COMPANY, INC. WYBC

242-A YALE STATION, NEW HAVEN, CONNECTICUT

JAMES T. BOORSCH, CHAIRMAN

TERENCE G. O'BRIEN, PROGRAM DIRECTOR
CHARLES A. KRAUSE, PUBLIC RELATIONS DIRECTOR
ROBERT A. JOHNSON, VICE-CHAIRMAN

MAURICE E. PINTO, SECRETARY
FREEMAN T. PUTNEY, JR., BUSINESS MANAGER
LYNDE E. MAY, IV, TECHNICAL DIRECTOR

March 25, 1954

Dear Sally,

I got your letter yesterday and your note this morning about the rides and I shall see what I can do. We can get you rooms at the Duncan Hotel at $2 per person, three in a room, if you all plan to stay. Keep trying your hardest on the rides; if impossible we will furnish them.

Please tell me how many definitely want rooms so we can confirm the reservations. Also tell me of your success in securing rides. I'll be expecting to hear from you.

I see you're in Park House, home of the fabulous Miss Nielle - give her my love.

Hope your vacation turns out well

Sincerely,
Jim

INTERCOLLEGIATE
BROADCASTING
SYSTEM

706 SANDERS AVE., SCHENECTADY 2, N. Y.

OPERATIONS DEPARTMENT

March 26, 1954

Station Manager
WCSR
Smith College
Northampton, Massachusetts

Dear Station Manager:

On December 22, 1953 we wrote advising that we were temporarily listing WCSR on a special supplement to the IBS advertising rate card.

We advised that since we have no day-to-day contact with your station, we can not be certain that this listing is accurate or that you actually desire this representation. Hence, we requested that you sign and return an authorization to continue the temporary listing, or inform us of your desire to have WCSR deleted.

To date we have not heard from you, in spite of a follow-up letter dated February 2, 1954. We are most anxious to hear from you, as otherwise your continued silence would seem to indicate that you do not wish to incur the possibility of being included in a national advertising contract secured by our representative, the College Radio Corporation.

If your failure to reply is brought about because you mislaid our earlier letter and its enclosures, we will be happy to replace them.

We hope to hear from you immediately in connection with this matter.

Cordially,

David W. Borst

David W. Borst
Operations Manager

DWB/jfb

March 20, 1953

Station Manager
WCOM
Smith College
Northampton, Massachusetts

Dear Station Manager:

On December 26, 1952 we wrote notifying that we were temporarily listing WCOM on a special supplement to the WTA advertising rate card.

We advised that since we have no day-to-day contact with your station, we can not be certain that this listing is accurate or that you actually desire this representation. Hence, we requested that you return and return an acknowledgment to continue the temporary listing, or inform us of your desire to have WCOM deleted.

To date we have not heard from you. In spite of a follow-up letter dated February 2, 1953. We are most anxious to hear from you, as otherwise your continued silence could seem to indicate that you do not wish to know the possibility of being included in a national advertising campaign sponsored by our representative, thereby losing an opportunity.

If your failure to reply is because of some question you wished answer before sent the material, we will be happy to replace them.

We hope to hear from you immediately in connection with this matter.

Cordially,

David J. Pomeroy
Operations Manager

DJP/jb

C·R·C

**COLLEGE RADIO CORPORATION**

545 FIFTH AVENUE • NEW YORK 17, N. Y. • *Telephone:* Murray Hill 7-6865

March 26, 1954

Miss Camilla Davis
Radio Station WCSR
10½ Prospect Street
Northampton, Massachusetts

Dear Miss Davis:

Lucky Strike has requested a second copy of your affidavit for February since the first was a little hard to read.

We will appreciate your signing, having notarized, and returning to us immediately the copy enclosed.

Sincerely yours,

Robert R. Vance, Jr.

Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

RRV:ld
Enc.

WCSR

Pioneer
Broadcasting
System

Smith College

10½ Prospect Street
Northampton, Mass.

600 K. C.

April 15, 1954

General Manager
WRTC
Trinity College
Hartford 6, Connecticut

Dear Sir:

WCSR is very anxious to have your radio station come up to Smith and take over our broadcasting for the evening. The Best date for us would be Sunday night, May 9th, if that is convenient for you. You could broadcast that night from seven until midnight.

We hope that this date will be all right with you. We know that we well get a tremendous amount out of your visit for we have heard that your station has an excellent set-up and staff. Both stations, we are sure, will have a very good time.

Hoping to hear from you soon concerning your visit to Smith on May 9th.

Sincerely,

Saby Davis
General Manager, WCSR

SD:mg

HARVARD RADIO BROADCASTING CO., INC.
16 DUNSTER STREET, CAMBRIDGE 38, MASSACHUSETTS

HERBERT M. FRANKLIN, PRESIDENT
WILLIAM K. MCELROY, VICE PRESIDENT
EDWARD R. KUPPERSTEIN, TREASURER
MARSHALL R. CHILDS, DIRECTOR
WALTER A. GOFFART, DIRECTOR

GEOFFREY M. KALMUS, CLERK

OWNERS AND
OPERATORS OF
W H R B

April 17, 1954

Miss Saby Davis, Station Manager
Station WCSR
10½ Prospect Street
Northampton, Massachusetts

Dear Saby:

This is to express our thanks and appreciation to the WCSR staff for their hospitality and cooperation last night. Everyone here had a thoroughly enjoyable time, which seems to indicate that there was the right admixture of professional and social activity.

WCSR has really advanced in the short space of one year, and I'm sure we learned a few things which will be helpful in our own operations (including, by the way, the pronunciation of "Am-erst").

And of course we extend a permanent invitation to any members of WCSR who happen to be in Cambridge at any time to drop into our Dudley Hall studios.

Sincerely,

Herb

Herb Franklin

HMF:ajr

MEMORANDUM

TO: Station Manager

From: College Radio Corporation

Re: United States Air Force Account

1.) The attached letter was prepared primarily for the eyes of the Air Force, to show that COLLEGE RADIO is doing its best to cooperate with them on their recruiting program.

2.) The Air Force is not in a position to buy time on COLLEGE RADIO this Spring; however, we have been told that there is an excellent possibility that they will buy programs on COLLEGE RADIO starting next fall. In the meantime, they have asked college stations to donate a certain amount of free time and promotional work this Spring.

3.) Ordinarily, we do not believe in asking you to give free time for anyone, but we feel that this is an excellent opportunity to help out a sponsor who has spent money in COLLEGE RADIO in the past, and who will undoubtedly spend money again soon.

4.) The advertising agency that handles the Air Force account has asked us to accumulate material from stations, on station letterheads, attesting to:

a.) Interviews with Air Force recruiting teams which may visit the campus;
b.) Distribution of recruiting posters;
c.) Broadcast of 10 to 60 second spot announcements.

5.) The material sent from the stations to us and thru us to the agency will be placed in a portfolio and submitted to the Air Force. Their decision as to how much time will be bought in the future will be based on this report.

6.) The requested campaign will be a short one, easy to accomplish. A short announcement or two a day for a week or ten days will go a long way to demonstrate your cooperativeness. STATIONS COOPERATING THIS SPRING WILL BE THE ONES MOST LIKELY TO BENEFIT NEXT FALL WHEN THE AIR FORCE MAKES ITS DECISION.

7.) Please watch for commercial and promotional material which will be sent soon. When it arrives, we hope you'll want to take the few easy steps which will mean so much in furthering our chances of signing the Air Force as a paying sponsor next fall.

Sales Department
COLLEGE RADIO CORPORATION

C·R·C

**COLLEGE RADIO CORPORATION**

545 FIFTH AVENUE • NEW YORK 17, N. Y. • *Telephone:* Murray Hill 7-6865

April 5, 1954

Station Manager
College Radio Stations

Dear Station Manager:

As you may remember, the United States Air Force placed several thousand dollars worth of spot time on COLLEGE RADIO late last Spring to advertise their Air Cadet recruiting program.

Most of the commercial stations in the country donate a considerable amount of free time for public service purposes. The AIR FORCE falls in this category, and we would like to urge your cooperation in fulfilling the three part program outlined below:

1) Use of spot commercials (ranging from ten seconds to one minute) during April and May.

2) Distribution of AIR FORCE recruiting posters in strategic locations around your campus (e.g. Gymnasium or drill hall bulletin board, student union bulletin board, main dormitory units, etc.)

3) Cooperation with AIR FORCE recruiting teams when they arrive on your campus. (It is possible that you may want to interview them on one of your regular programs.)

We sincerely urge your cooperation in this worthwhile effort to bring AIR FORCE opportunities to the attention of college seniors. As you know, the AIR FORCE is the most rapidly expanding service at present, and is in need of trained college men for their Air Cadet program, and for our country's defense.

Very truly yours,

COLLEGE RADIO CORPORATION

Robert R. Vance, Jr.

Robert R. Vance, Jr.

P. S. Posters and commercial copy will be forwarded to you in a few days. Thank you for your cooperation.

WCSR
Pioneer
Broadcasting
System

Smith College
10½ Prospect Street
Northampton, Mass.

600 K. C.

April 12, 1954

Mr. James Boorsch
WYBC
242-a, Yale Station
New Haven, Connecticut

Dear Jim:

WCSR would like to thank you and the rest of your station for the wonderful hospitality you showed us last Friday when we came down to broadcast. I was sorry that I could not come down to see your station, but I heard from those that did go that you made them feel very welcome.

The girls that went had a marvelous time. Each learned a great deal from seeing how your station operates. Everyone was very impressed with WYBC and felt that you have an excellent set-up and a fine staff running the station.

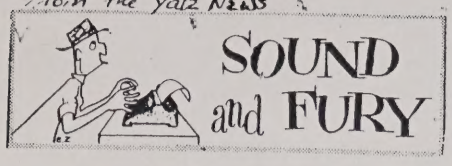
We would again like to thank you and all your heelers for your wonderful co-operation. We hope that we can always keep as fine relations with your station as we have had so far. We also hope that the two stations can get together again in the near future.

Sincerely,

Saby Davis
General Manager, WCSR

SD:mg

From the Yale News




by R. W. Bartlett II

We wandered down to Hendrie Hall Friday night, to investigate WYBC's new policy of obtaining females from various women's colleges to desecrate the Yale air-waves every Friday evening.

We left our room around 11:15, after the roommate had hurled an economics (advanced) textbook at the radio. A young lady was inquiring "Are you lonely?," and this evidently annoyed at least one listener. However, we decided that we were lonely as all get-out, so Hendrie Hall became our destination.

A WYBC executive of our acquaintance had barricaded himself inside one of the offices, along with the liquor supply. This gentleman, evidently well versed in military tactics, realized the only way to overcome the obvious injustice of the male-female ratio, and comered the supply lines. His tactic was remarkably successful: bright young things from Wellesley would appear in the room at intervals, charm a drink out of the executive, then disappear into a mass of admiring WYBC staffers.

The conversation turned, oddly enough, to the heeling question. Having seen the light and voted for a modification in the present set-up at a recent PU meeting, we were naturally brought under fire by WYBC conservatives. We asserted that heeling should not be an endurance test. A WYBC member pointed out that heeling wasn't *that* hard, and besides. . .

Another young lady broadcaster from Wellesley appeared. He gave her a drink. The WYBC man attempted to snow her. She left. He resumed his explanation of heeling at WYBC. Then the chairman of WYBC unlocked the door and walked in. . .

Jeers, boos, catcalls. He had taken some beer. He replaced the beer, received more calumniation, then disappeared, trailed by a Wellesley girl. More mutterings on the part of his subordinates.

Someone turned the radio up in the room. A new female voice announced that she "wanted to be alone with just you, darling." The radio was turned down abruptly, and then a WYBC member began to explain why television was such a good thing for Yale. We pointed out that the audience had dwindled to perhaps 40 persons on Tuesday nights.

"Yes, yes, but it's *new*. We can use the Dramat people, these "Best Lectures," develop television writing possibilities. . ." An argument ensured over a bottle of vodka.

Slipping away from our zealous WYBC man, we wandered past a group of 11 persons, surrounding a lone Wellesley girl, all lustily singing "Five Feet Two." We entered the control room.

The engineer was frantically signalling for the proper records. No one knew where the theme he wanted was filed. Inside the broadcasting booth, another Wellesleyite giggled. Three WYBC members sat in the room with her—one of them was asleep.

A heeler appeared. He didn't have the right record. The engineer cursed, then demanded a substitute. We left the control room.

The group of singers had dwindled to five, and the only young lady available was not with them. She was in the next room, with three WYBC members talking to her at once. She evidently felt they were fine lads, because she was smiling. We went back to the room, no longer feeling lonely.

The roommate still had the radio on. He merely winced when a low, female voice said, "Oh, darling, let's put on 'Dancing in The Dark' and dance here." After that she played "Make Love to Me." The roommate swore bitterly, turned off the radio, and put Bethoven's Fifth symphony on the phonograph.

WCSR
Pioneer
Broadcasting
System

Smith College
10½ Prospect Street
Northampton, Mass.

600 K. C.

April 15, 1954

Mr. James Boorsch
WYBC
242-A, Yale Station
New Haven, Connecticut

Dear Jim:

WCSR is very anxious for your station to come up to Smith and take over our broadcasting. The best date for us would be Friday night, May fourteenth, if that is convenient for you. You could broadcast from seven until midnight.

In the past there was a slight bit of trouble when WYBC came up to Northampton and therefore we have a few favors to ask of you. We would appreciate a member of your senior board being in charge of the evening and responsible for all broadcasting. We welcome any heelers that would like to come up to Smith for the evening, but would rather have only full members do all the broadcasting. Smith rules also forbid any drinking at the radio station or on the campus.

WCSR had a marvelous time in New Haven when they took over your broadcasting and we hope that you have as good a time here. We know that we will learn a great deal from abserving you putting on your shows.

Hoping to hear from you very soon concerning your visit on May fourteenth.

Sincerely,

Saby Davis
General Manager, WCSR

SD:mg

C·R·C

**COLLEGE RADIO CORPORATION**

14 WEST 45TH STREET • NEW YORK 36, N. Y. *Telephone* OXFORD 7-0890

April 19th, 1954

Miss Camilla Davis
Manager, Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Miss Davis:

Our contract with the Intercollegiate Broadcasting System under which we have represented IBS for national advertising sales expired on April 18th, 1954.

If you desire us to continue our efforts on your behalf to secure national advertising accounts for your station, we request that you sign and return to us a copy of the enclosed representation agreement. Our national sales activities henceforth will be conducted exclusively on behalf of those stations whom we represent directly (under the enclosed agreement).

Our decision to request an individual representation agreement from each station is the result of careful analysis of standard procedures in the professional broadcast field and the requirements of some advertising agencies that we demonstrate evidence of authorization to sell on behalf of each station we list.

Benefits to your station under the direct representation system include

a) a higher net return to you (the enclosed agreement provides commissions to us for sales and service of only 20%, as opposed to the approximately 23.6% which has been deducted for these purposes from your non-package national advertising income during the past year). Practically speaking, this means that your station will now receive 65 net on each gross advertising dollar, instead of approximately 61.4¢ (including allowance for the basic 15% commission for each sponsor's advertising agency.)

b) prompter payment on national advertising accounts because we will pay you directly as soon as your affidavit of broadcast has been approved.

We feel that sales prospects generally look ex-

C.T.C.

cellent for the 1954-5 college year. During the past twelve months since CRC opened its New York sales office, a great deal of groundwork has been laid which we confidently expect to produce additional national advertising business for college radio next year. You can expect the Luckies and RCA packages and the Camels account to be extended to additional stations in 1954-5; and there will assuredly be new accounts added to this list for broadcasting beginning in September. To be sure your station is represented for consideration for these new accounts, won't you please sign and return the enclosed agreement promptly? Be sure to indicate your gross national advertising rates by placing an "X" on the proper line of the rate card form.

Please note that the representation agreement appoints us as your exclusive sales agent. (This is a standard practice in the professional broadcast sales field). If you have any authorization now outstanding to anyone else to list your station for national sales, it will be necessary for you to send notice of termination of that authorization if you desire to execute the enclosed agreement to be represented by us. In the event you have given authority to someone else to list your station for national sales, and you desire to terminate that authorization and to be represented by us, postdate your approval of our contract by whatever number of days termination notice is required. For example, if thirty days' notice is required for you to terminate your authorization to some other party, then write in (after the word "Approved" in the enclosed agreement) whatever date is thirty days after the postmark of your notice of termination. If you presently have not authorized any other party to list your station for national sales, then enter the date on which you sign the agreement after the word "Approved."

In any case, please return the signed agreement to us now to be sure of being listed for new national accounts for the 1954-5 year. As you doubtless know, May and June are busy advertising months during which many decisions are made for fall campaigns. It's essential that we know just as quickly as possible which stations desire us to continue to sell for them, so that we may advise advertisers accordingly as new contracts are placed with us.

If you have any questions whatever about the enclosed agreement, please don't hesitate to contact us immediately. You may call our New York office collect, if you so desire.

Sincerely yours,

COLLEGE RADIO CORPORATION

Robert R. Vance, Jr.

Robert R. Vance, Jr.
Vice-President

RVtbh
Enc.

WCSR
Pioneer
Broadcasting
System

Smith College
10½ Prospect Street
Northampton, Mass.

600 K. C.

April 20, 1954

College Radio Corporation
14 West 45th Street
New York 36, New York

Dear Sir:

Concerning your last letter, we would like to tell you that it is impossible for us to send a tape for the "Best Newscast" contest as we receive all our news from WAMF, the Amherst College radio station. Also, WCSR does all its own promoting of Lucky Strikes as there is no representative for that cigarette on the campus.

Lastly, we would like to reuest your not sending us promotion for the Air Force since Smith College is a women's campus and we understand that the promotions are for the men's Air Force. We feel that it would be wasted effort on your part to send the promotions to us since the advertising would have no effect at Smith.

Thank you very much.

Sincerely,

Camilla Davis
Station Manager, WCSR

CD:mg

WCSR
Pioneer
Broadcasting
System

Smith College
10½ Prospect Street
Northampton, Mass.

600 K.C.

Necessary to do this because of CRC - IBS split

April 20, 1954

Intercollegiate Broadcasting System
706 Sanders Avenue
Schenectady 2, New York

Dear Sir:

Concerning your letter of March 26, 1954, WCSR wishes to be deleted from the special supplement to the IBS advertising rate card.

Thank you, however, for your correspondence.

Sincerely,

Camilla Davis
General Manager, WCSR

CD:mg

Dear Sabey —

Here is a copy you may want for a file

Jake

April 22, 1954

Mr. David W. Borst,
Operations Manager,
Intercollegiate Broadcasting System,
706 Sanders Ave.,
Schenectady 2, New York.

Dear Mr. Borst:

First of all, we sincerely regret our poor manners in not having made an earlier reply to your inquiries, but we were plagued by that inability to act that must be inherent in all new Senior Boards.

However, now, since we have the experience of a few months in office, we feel that we now understand our situation in respect to national advertising. As aprt of this understanding, we would like to be removed, for the moment, from the temporary listing that you mentioned in your letter of December 9, 1953.

We had been represented by Easter States Radio Corporation, with whom you must have had some contact. We realize that they are connected with the College Radio Corporation, an advertising organization with whom you have recently dissolved your relationship. Subsequent to this dissolution, we have heard from CRC requesting the right to represent us exclusively insofar as we have any dealings with national advertisers. We, however, are curious to find out what prompted your apparent reluctance to renew the contract that you had with CRC. It may well, we realize, be none of our particular concern, but we thought we might ask.

Understanding that you too are an advertising solicitor on a national scale for college radio, and since we are looking for a national representative, we are very interested in whatever contract information you could let us have. This would include those accounts which you now service, and those which are in the forseeable future as well.

We might make clear that we are very eager to maintain our PBS network affiliations. Although this has proved a stumbling-block in the past, we feel that we might be able to mitigate those programming difficulties which have heretofore posed so great a problem.

Once again, we apologize for our overly tardy reply, and hope to hear from you soon.

Sincerely yours,

Arthur Rosenberg,
Station Manager, WAMF

RADIO STATION **wamf** 640

WALKER HALL • AMHERST COLLEGE • AMHERST, MASS.

Miss Camilla Davis
Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Sally,

The enclosed is the bill to cover the decals. ~~Th~~ Would you please ask your business director to handle it with dispatch so that WAMF's credit will remain top notch. The cost of lagner (that's an A) (that's an E) and brush etc is on me.

D.R.G.

c·r·c

**COLLEGE RADIO CORPORATION**

14 WEST 45TH STREET • NEW YORK 36, N. Y. *Telephone* OXFORD 7-0890

April 26, 1954

Miss Camilla Davis
Manager, Radio Station WCSR
10½ Prospect Street
Northampton, Massachusetts

Dear Miss Davis:

Thanks for your letter of April 20th reminding us that it is impossible for you to provide us with a newscast contest tape.

I believe WCSR was omitted in the mailing of Air Force recruitment spots. If by any chance you did receive Air Force copy, naturally we won't expect you to use it.

Cordially,

Robert R. Vance Jr.

Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

RRV:ld

C O P Y

April 30th, 1954

Mr. James R. Wylie
Intercollegiate Broadcasting System
Storrs, Connecticut

Dear Jay:

At our meeting in the offices of College Radio Corporation the other afternoon, April 28th, you asked for a formal statement of our position on the matter of representation agreements with independent college radio stations, that is to say, non-members of the Intercollegiate Broadcasting System.

I'm afraid that I can add very little new to what I told you and the assembled officers and regional directors of IBS in Columbus on the weekend of April 10th. Our main points then and now are:

1) Potential buyers of College Radio are interested in all of College Radio - in whatever stations are established and broadcasting. These buyers are not in the least concerned as to whether or not individual stations are members of IBS.

2) Our representation agreement during the past year with IBS has prevented us from representing all college radio stations established and broadcasting; specifically, as you know, we have been prevented from representing many of the stations not belonging to IBS, primarily because these stations have not chosen to join IBS.

3) While we have been permitted to sell time for a few such non-IBS stations, these stations have been penalized during the past year by having a commission to IBS deducted from their national advertising income. This point in particular has received considerable further attention within our own group since the Columbus meeting, and we are convinced that it is impossible to justify such a commission to IBS from non-member stations. Indeed, you will recall that several undergraduate IBS regional directors, speaking from the floor at the Columbus meeting, also raised question as to why this commission should be paid to IBS.

4) We feel we have been placed in the unfortunate position of being used as a "come on" to pursuade non-member stations

to join IBS. Some stations, to put it bluntly, appear to have been told that if they want national advertising, they must join IBS to get it, since College Radio Corporation is the only professional representative engaged in selling college radio time at the present.

5) We can find no justification for complicating and delaying payments to non-IBS stations by having national advertising revenues pass through IBS hands, as has been done in the past year and as you propose to continue.

6) The time we have devoted in the past year to correspondence and discussion with you regarding non-IBS stations might better have been spent in selling national advertising. Last year, when we signed the original agreement granting you the privilege of approval of such non-IBS stations as we might represent, and providing that all advertising revenue for non-member stations would pass through your hands, we did so in the sincere hope that 12 months' operation along those lines would demonstrate to you how inefficient and impractical that method of dealing with non-member stations would be.

7) It has been brought to our attention that you have seen fit to warn non-member stations against contracting with us directly, by an item in a recent IBS newsletter. We regret that you have seen fit to publish such advice, and we note that it was not supported by any good or adequate reasons, or for that matter by a full explanation.

8) We are perfectly willing to continue to represent the Intercollegiate Broadcasting System for national advertising sales, on the terms previously mutually agreed upon, with the exception, however, that we must insist upon our right to represent non-IBS stations through separate representation agreements. Our legal counsel advises us that it would be improper, and in fact illegal, for us to sell time on their behalf without such agreements.

Sincerely yours,

Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

RV:j

c·r·c

COLLEGE RADIO CORPORATION

April 30th, 1954

Dear Station Manager:

We note from our files that we have not as yet received a reply from you to our letter of April 19th relative to national advertising sales representation of your station by College Radio Corporation.

Won't you please let us hear from you at your earliest convenience on this matter, so that we may be guided accordingly? If you want to be sure of being considered for new national accounts next fall, it's important that you return a copy of the representation agreement to us promptly.

Negotiations are continuing with the Intercollegiate Broadcasting System for renewal of the appointment of College Radio Corporation as advertising representative of IBS member stations. The only point of contention in these negotiations is the matter of the manner in which we will represent non-IBS stations (as our letter of the 19th indicated, our policy will be to represent such stations directly in the future.)

We enclose a copy of a letter to the treasurer of IBS which we feel may supply you with further background on this question.

Cordially,

Robert R. Vance Jr.

Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

RV:j
Enc.

April 30th, 1954

Dear Station Manager:

We note from our files that we have yet to receive a reply from you to our letter of March 10th relative to national advertising sales representation of your station by College Radio Corporation.

Won't you please let us hear from you at your earliest convenience on this matter, so that we may be guided accordingly. If you want to be sure of being considered for new national accounts next fall, it's important that you return a copy of the representation agreement to us promptly.

Negotiations are continuing with the Intercollegiate Broadcasting System for renewal or the appointment of College Radio Corporation as advertising representative of IBS member stations. The only point of contention in these negotiations is the matter of the manner in which we will represent non-IBS stations (as our letter of the 10th indicated, our policy will be to represent such stations directly in the future.)

We enclose a copy of a letter to the treasurer of IBS which we feel may supply you with further background on this question.

Cordially,

Robert E. Vance, Jr.
College Radio Corporation

RV:j
Enc.

c·r·c
COLLEGE RADIO CORPORATION

14 West 45th St.
New York 36, N. Y.

May 8th, 1954

Dear Station Manager:

After review of recent program tapes from stations, Lucky Strike has asked us to pass along to you the following suggestions relative to use of the Luckies commercials:

1. In many cases, definite improvement on the part of local announcers is possible in their delivery of "Luckies taste better," etc. At some stations, announcers are instructed to listen to the phrasing of Andre Baruch (on the transcriptions) and Don Wilson (on the Jack Benny show) to get the proper "feel" of the desired Luckies delivery. If this policy is not in effect at your station, we recommend you consider it. There are probably no better examples anywhere of top announcing technique than Baruch and Wilson!

2. Don't allow your announcers to ad lib in the commercials - especially in regard to college survey commercials, inaccuracies were noted in programs from a few stations when announcers attempted to "expand" from their copy. One station, for example, added on its own figures about how many students from its campus contributed to the survey figure; unfortunately, the station's estimate was based on the station brand preference survey, and not on the independent survey to which the advertising copy actually refers. Stick to the prepared copy!

If you have not already submitted the Spring brand preference survey results, be sure to do so before Saturday, May 15th. The Luckies series will not be extended to any station for 1954-5 which does not submit the Spring survey - so get yours in on time! Sample 10% of your enrollment.

Please sign and return to us the enclosed affidavit for April Luckies programs. Be sure to have the form notarized, and to return it to us no later than the 14th. Please also return the sheet attached to the affidavit, and fill in on it the date on which your teletype service is to be suspended for the summer.

All stations were recently notified by postal card of the number of programs expected to fulfill the Luckies contract before going off the air. Be certain you reach the 312-program contract minimum requirement. (Add an extra daily program if necessary). If in doubt about your requirements, get in touch with us at once.

Sincerely yours,

COLLEGE RADIO CORPORATION

14 West 40th St.
New York 36, N. Y.

May 8th, 1954

Dear Station Manager:

After review of recent program tapes from stations, Lucky Strike has asked us to pass along to you the following suggestions relative to use of the Luckies commercials:

1. In many cases, definite improvement on the part of local announcers is possible in their delivery of "Luckies taste better," etc. At some stations, announcers are instructed to listen to the phrasing of Andre Baruch (on the transcriptions) and Don Wilson (on the Jack Benny show) to get the proper "feel" of the desired Luckies delivery. If this policy is not in effect at your station, we recommend you consider it. There are probably no better examples anywhere of top announcing technique than Baruch and Wilson!

2. Don't allow your announcers to ad lib in the commercials - especially in regard to college survey commercials. Inaccuracies were noted in programs from a few stations when announcers attempted to "expand" from their copy. One station, for example, added on its own figures about how many students from its campus contributed to the survey figure; unfortunately, the station's estimate was based on the station brand preference survey, and not on the independent survey to which the advertising copy actually refers. Stick to the prepared copy!

If you have not already submitted the Spring brand preference survey results, be sure to do so before Saturday, May 15th. The Luckies series will not be extended to any station for 1954-5 which does not submit the Spring survey -- so get yours in on time! Sample 10% of your enrollment.

Please sign and return to us the enclosed affidavit for April Luckies programs. Be sure to have the form notarized, and to return it to us no later than the 14th. Please also return the sheet attached to the affidavit, and fill in on it the date on which your teletype service is to be suspended for the summer.

All stations were recently notified by postal card of the number of programs expected to fulfill the Luckies contract before going off the air. Be certain you reach the 312-program contract minimum requirement. (Add an extra daily program if necessary). If in doubt about your requirements, get in touch with us at once.

Sincerely yours,

COLLEGE RADIO CORPORATION

COLLEGE RADIO CORPORATION
14 West 45th St.
New York 36, N. Y.

Dear Station Manager:

Enclosed please find copy for new Luckies commercial announcements to be put into use immediately - rotate these announcements in order, using one each time Band 4 of any transcription side falls due to be broadcast. Have your announcer read one of the these new commercials - don't play Band 4!

Within the next week, please send us a tape of one of your Luckies programs in which this new "live" copy is used. This tape will be counted as your third and final entry in the "Best Newscast" contest, and each reel will be replaced immediately.

Under separate cover, you have been sent additional posters promoting the Luckies programs on your station. Please give half of these to the Student Marketing Institute representative on your campus (if there is one), and have your own staff place the balance wherever you think most useful to promote Luckies.

If you have not already done so, please send us clippings of any sort from your campus paper or magazine publicizing the Luckies programs or the news service at your campus. We have received far fewer such clippings this year than we had at this time last year, and it's important that we show the sponsor that the stations' publicity work isn't slipping! Any sort of clipping will be greatly appreciated - including schedules in which news programs are identified as "Luckies News."

And, please do what you can to promote the Lucky Strike jingle contest on your campus - get your station personnel to promote interest in sending in entries, and send in a few themselves! Returns at this time are just half what they were a year ago. Do your part!

Sincerely yours,

Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

RV:s
Enc. #201 commercials

COLLEGE RADIO CORPORATION
14 East 45th St.
New York 36, N. Y.

Dear Station Manager:

Enclosed please find copy for new Lucites commercial announcements to be put into use immediately - events these announcements in order, using one each time head d of any transcription also fails due to broadcast. Have your announcer read one of the three new commercials - don't play band #1.

Within the next week, please send us a tape of one of your Lucites programs in which this new "live" copy is used. This tape will be counted as your 26th and final entry in the "Best Announcer" contest, and each reel will be replaced immediately.

Under separate cover, you have been sent additional posters promoting the Lucites programs on your station. Please give half of them to the Student Marketing Institute representative on your campus (if there is one), and have your own staff place the balance wherever you think most useful to attract listeners.

If you have not already done so, please send us clippings of any sort from your campus paper or magazine publicizing the Lucites programs or the news service at your campus. We have received far fewer such clippings this year than we had at this time last year, and it's important that we show the sponsor that the station's publicity work that's original or any sort of clipping will be greatly appreciated - including schedules in which new programs are identified as "Lucites News."

And, please do what you can to promote the "Lucky Strike Lucites" contest on your campus - get your station personnel to preserve interest in sending in notices, and send in a few unsolicited letters at this time are just half what they were a year ago. Do you write?

Sincerely yours,

Robert M. Jones, Jr.
COLLEGE RADIO CORPORATION

RMJ:m
Enc. RCCI commercials

# Eastern States Radio Corporation

COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982
COLUMBUS 16, OHIO
WORTHINGTON 2-5277

Dear Station Manager:

Eastern States Radio is offering for sale two new package program series on College Radio - one an hour program of classical or semi-classical music, to be broadcast 3 or 5 days a week for 26 weeks; the other a play-by-play basketball series, to be broadcast during the basketball season.

The music package:

Programs in this series will be built around formats and continuity furnished by ESR, utilizing records furnished by ESR. Music will vary in vein from program to program, but will remain within the range of symphonies, popular classics, Broadway show music, and the like. Complete scripts - for both the program and the commercials - will be provided, and all records furnished become the permanent property of the station.

Stations will be paid for these broadcasts according to their published schedule of national advertising rates, after deduction of applicable frequency and group discounts and all customary commissions. One-half the actual cost of the records provided to produce the series will also be deducted from the amount paid to the station.

To be eligible for consideration for this series, your station must have facilities to play both 78 and 33 RPM recordings, and must have a pickup head for use with LP records.

The play-by-play sports package:

Programs in this series will include home and away basketball games your school will play this season. You will need a good play-by-play sports announcer to qualify. If you want to be considered for this package, supply us with a breakdown of your costs for lines for away games and local loops for home games (to a maximum of $1000 per station per season). We assume that you will agree that if a sponsor makes possible the facilities to enable you to broadcast these games (line charges usually being the factor prohibiting most stations from doing play-by-play), you will not feel any additional charges for broadcast time would be required.

If you want to be considered for either one of these plans, or both:

Just fill in and return the appropriate information sheets enclosed. We will go to work on your behalf immediately to interest national advertisers in your station.

Sincerely yours,
EASTERN STATES RADIO CORPORATION

_____
(Station call)

_____ _____
(Name of college) (City and state)

Check facilities you have:

_____ 78 RPM turntables
_____ 33 RPM turntables
_____ LP pickup head
_____ 45 RPM turntables
_____ Tape Recording facilities
_____ single track recorder
_____ double track recorder

Station frequency _____

_____
(Name of station manager)

Complete station mailing address:

_____

_____

_____

_____
(Manager's college residence)

Actual number of students within area covered by your signal who can hear station:

_____

Station telephone number _____

Cross out any days on which you do not broadcast commercially:

SUN MON TUES WED THURS FRI SAT

Enter hours of broadcast (specify AM or PM):

Sunday _____

Monday _____

Tuesday _____

Wednesday _____

Thursday _____

Friday _____

Saturday _____

Rate code _____ (see ESR code sheet)

One hour of classical or semi-classical music could be scheduled at _____ PM on

SUN MON TUES WED THURS FRI SAT

(circle days available - minimum of 5)

_____
(Station call)

_____ _____
(Name of college) (City and state)

Check facilities you have:

_____ 78 RPM turntables
_____ 33 RPM turntables
_____ LP tonne head
_____ 45 RPM turntables
_____ Tape Recording facilities
_____ single track recorder
_____ double track recorder

Station frequency _____

_____
(Name of station manager)

Complete station mailing address:

_____

_____

_____

Station telephone number _____

_____
(Manager's college residence)

Actual number of students within area covered by your signal who can hear station:

_____

Cross out any days on which you do not broadcast commercially:

SUN MON TUES WED THURS FRI SAT

Enter hours of broadcast (specify AM or PM):

Sunday _____

Monday _____

Tuesday _____

Wednesday _____

Thursday _____

Friday _____

Saturday _____

Rate code _____ (See ESM code sheet)

One hour if classical or semi-classical music could be scheduled at _____ PM on

SUN MON TUES WED THURS FRI SAT

(circle days available - minimum of 3)

(Return this form if you are interested in the play-by-play sports package series. Two copies of the form are included so you can make a carbon for your records.)

_____
campus

WE ARE INTERESTED IN THE PLAY-BY-PLAY SPORTS PACKAGE SERIES FOR BASKETBALL AND BASEBALL GAMES.

| Date | We Play | Home or away | Basketball or baseball | Total Charges |
|---|---|---|---|---|

Note: Under "total charges," be sure to include line charges for the full time of the game, cost of local loops as required, and installation charges where they apply for EVERY GAME you estimate.

ESR will approach possible sponsors as soon as your report is received, but we suggest you include your full baseball schedule as well as your basketball schedule, since a sponsor - if one is found for your station - might not be signed until too late for the basketball season. We will submit a presentation to the advertiser including all games you can provide up to $1000. If we cannot find a sponsor for your basketball, we will do our best to sell your baseball.

If you require additional space, write on the reverse of this sheet.

(Return this form if you are interested in the play-by-play sports package series. Two copies of the form are included so you can make a carbon for your records.)

WE ARE INTERESTED IN THE PLAY-BY-PLAY SPORTS PACKAGE SERIES FOR BASKETBALL AND BASEBALL GAMES.

| Date | Vs Play | Home or away | Basketball or baseball | Total charges |
|---|---|---|---|---|
| | | | | |

Note: Under "total charges," be sure to include line charges for the full time of the game, cost of local lines as required, and installation charges where they apply for EVERY GAME you anticipate.

ESN will approach possible sponsors as soon as your report is received, but we suggest you include your cost: baseball schedule, as well as your basketball schedule, since a sponsor - if one is found for your station - might not be signed until too late for the basketball season. We will submit a presentation to the advertiser including all costs you can provide up to $1000. If we cannot find a sponsor for your basketball, we will do our best to sell your baseball.

If you require additional space, write on the reverse of this sheet.

(Return this form if you are interested in the play-by-play sports package series. Two copies of the form are included so you can make a carbon for your records.)

_____
campus

WE ARE INTERESTED IN THE PLAY-BY-PLAY SPORTS PACKAGE SERIES FOR BASKETBALL AND BASEBALL GAMES.

| Date | We Play | Home or away | Basketball or baseball | Total Charges |
|---|---|---|---|---|

Note: Under "total charges," be sure to include line charges for the full time of the game, cost of local loops as required, and installation charges where they apply for EVERY GAME you estimate.

ESR will approach possible sponsors as soon as your report is received, but we suggest you include your full baseball schedule as well as your basketball schedule, since a sponsor - if one is found for your station - might not be signed until too late for the basketball season. We will submit a presentation to the advertiser including all games you can provide up to $1000. If we cannot find a sponsor for your basketball, we will do our best to sell your baseball.

If you require additional space, write on the reverse of this sheet.

Eastern States Radio Corporation

Schedule of IBS-approved college radio station rates

| Station Coverage | Rate Code | 1 hour | ½ hour | ¼ hour | 5 min | 1 min | 20 secs. |
|---|---|---|---|---|---|---|---|
| 2501-plus | A | $30.00 | 18.00 | 12.00 | 6.00 | 3.00 | 2.10 |
| 2001-2500 | B | 26.50 | 16.00 | 10.75 | 5.25 | 2.70 | 1.90 |
| 1501-2000 | C | 23.50 | 14.00 | 9.50 | 4.50 | 2.35 | 1.65 |
| 1001-1500 | D | 20.00 | 12.00 | 8.00 | 4.00 | 2.00 | 1.40 |
| 501-1000 | E | 16.50 | 10.00 | 6.75 | 3.25 | 1.75 | 1.20 |
| 0-500 | F | 13.50 | 8.00 | 5.50 | 2.50 | 1.50 | 1.00 |

Frequency discounts:

13 broadcasts . . . . . 5%
26 broadcasts . . . . . 10%
39 broadcasts . . . . . 12½%
52 broadcasts . . . . . 15%
104 broadcasts . . . . . 17½%
130 broadcasts . . . . . 20%

Length of commercial copy:

5 min. . . . . 1:45 min.
10 min. . . . . 2:00 min.
15 min. . . . . 2:30 min.
30 min. . . . . 3:00 min.
60 min. . . . . 6:00 min.

The following additional group discounts apply to member stations of IBS:

All men's colleges or all women's colleges sold . . . 5%
All coeducational colleges sold . . . . . 10%

(Commissions to sponsor's advertising agency, ESRC, and IBS are deductable from the amounts listed in the table above).

Two offerings - 2.00

c·r·c
COLLEGE RADIO CORPORATION

April 19th, 1954

Radio Station WCSR
Smith College
Northampton, Massachusetts

Gentlemen:

We are engaged in the business of acting as a representative and agent for college and university student-operated radio stations in relation to all matters pertaining to national advertising.

We understand that you desire to secure national advertising and to employ us as your sole and exclusive agent in all matters whatsoever connected therewith, including the solicitation of national advertising accounts and the sale of your broadcast time to national advertisers. We agree to act as such agent, upon the following terms and conditions:

1. You hereby appoint us as your sole and exclusive agent, throughout the United States and Canada, in all matters whatsoever pertaining to national advertising, including, but not limited to, the solicitation of national advertising and the sale of your broadcast time to national advertisers, for a period of one year from the date of this letter and from year to year thereafter, subject, however, to the right of either of us to terminate our agreement at the conclusion of the initial one year term hereof, or at the end of any succeeding contract year, on not less than ninety (90) days' written notice by registered mail, return receipt requested, given by one to the other.

2. You reserve the right to accept or reject any account obtained by us for any reason whatsoever, unless, in specific instances, you shall otherwise agree in writing.

3. We hereby accept appointment as your agent, and agree:

(a) to employ and pay from our own funds such salesmen as we shall deem necessary to secure national advertising for you and the other college and university radio stations for whom we now or may hereafter act as agent;
(b) to maintain adequate offices for billing and collecting for all advertising sold;
(c) to exercise reasonable care in extending credit to advertisers, and
(d) in general, to devote our best skill, labor, attention and sales ability to the solicitation of national advertising and the sale of broadcast time for you and the other college and university radio stations for whom we now or hereafter may act as agent.

4. All payments for national advertising shall be collected by us as your agent. We shall bill and collect in our own name, and shall remit to you for any account within ten (10) days after payment has been received by us. As compensation for our services in soliciting and procuring national advertising

April 15th, 1934

Radio Station WCDX
Smith College
Northampton, Massachusetts

Gentlemen:

We are engaged in the business of acting as a representative and agent for college and university student-operated radio stations in relation to all matters pertaining to national advertising.

We understand that you desire to secure national advertising and to employ us as your sole and exclusive agent in all matters whatsoever connected therewith, including the solicitation of national advertising accounts and the sale of your broadcast time to national advertisers. We propose to act as such agent, upon the following terms and conditions:

1. You hereby appoint us as your sole and exclusive agent, throughout the United States and Canada, in all matters whatsoever pertaining to national advertising, including, but not limited to, the solicitation of national advertising and the sale of your broadcast time to national advertisers, for a period of one year from the date of this letter and from year to year thereafter, subject, however, to the right of either of us to terminate our agreement at the expiration of the initial one year term hereof, or at the end of any succeeding contract year, on not less than ninety (90) days' written notice by registered mail, return receipt requested, given by one to the other.

2. You reserve the right to accept or reject any account obtained by us for any reason whatsoever, unless, in specific instances, you shall otherwise agree in writing.

3. We hereby accept appointment as your agent, and agree:

(a) to employ and pay from our funds such assistants as we shall deem necessary to secure national advertising for you and your college and university radio stations for which we undertake may hereafter act as agent;
(b) to maintain adequate offices for billing and collecting for all advertising sales;
(c) to exercise reasonable care in extending credit to advertisers, and
(d) in general, to devote our best skill, labor, attention and ability to the solicitation of national advertising and the sale of broadcast time for you and the other colleges and university radio stations for which we now or hereafter act as agent.

4. All payments for national advertising shall be collected by us as your agent. We shall bill and collect in our own name, and shall remit to you for any account within ten (10) days after payment has been received by us. As compensation for our services in soliciting and procuring national advertising

accounts for you, we shall receive a commission of twelve and three-quarters (12.75%) per cent of your share of the gross amount billed by us to each advertiser, which commission we shall be entitled to deduct from the sum to be remitted by us to you and the other college and university radio stations whom we represent.

5. We agree to take charge of the administration and servicing of all contracts for national advertising obtained by us for you, and to do all things reasonably necessary to service and handle such accounts, including, but not limited to, the entertainment of advertisers and their representatives, issuance of time orders, the distribution of commercial copy to stations, the distribution of production instructions to stations, the distribution of program formats, surveys and promotional aids to stations, and the collection of such broadcast affidavits and survey returns as the national advertisers or their agencies shall from time to time require. As compensation for these services, we shall receive, in addition to the commission specified in paragraph 4, a service fee of seven and one-quarter (7.25%) per cent of your share of the gross amount billed by us to each advertiser, which service fee we shall be entitled to deduct from the sum to be remitted by us to you and the other college and university radio stations whom we represent.

6. You covenant and agree that during the life of this agreement:

(a) you will not accept any national advertising except through us, unless we shall give you our prior approval in writing;
(b) you shall refer all inquiries pertaining to national advertising promptly to us and shall notify persons making such inquiries that you are represented by us; and
(c) you shall supply us with any data reasonably required by us in connection with the solicitation of national advertising.

7. You agree that we may take any action which we deem necessary to collect delinquent accounts from national advertisers or to enforce advertising contracts, including the commencement, prosecution and defense of actions at law or suits in equity. The expenses in any such litigation shall be borne in such proportions as shall be mutually agreed upon. In the event that we cannot agree as to the apportionment of the expense of such litigation, we shall have the right, but not the obligation, to institute and prosecute any such action at our own expense and in your name.

8. For the purposes of this agreement, the term "national advertising" shall mean advertising purchased or placed by advertisers whose products, commodities or services are distributed or sold in more than one metropolitan market or in more than one state, provided, however, that contracts separately negotiated by us with you, and contracts between Eastern States Radio Corporation and you which may be assigned to us, pertaining to so-called "package program series," shall not be deemed "national advertising" and shall not fall within the purview of this agreement.

9. You covenant and agree that your rate card, attached hereto and made a part hereof, correctly sets forth the schedule of rates and discounts at which we are authorized to sell your broadcast time to national advertisers and their agencies; and that no change shall be made in the rates and discounts therein set forth, except on ninety (90) days' prior written notice to us.

10. This letter constitutes and expresses our entire agreement with respect to the terms and conditions under which we are to represent you, and all former agreements, promises and understandings relative thereto are herein merged. Any future changes, modifications or additions to the terms and conditions herein expressed must be in writing, signed by the party to be charged.

11. This agreement shall be interpreted and enforced in accordance with the laws of the State of New York. The invalidity or unenforceability of any term, covenant or condition contained in this agreement shall not be deemed to, and shall not, terminate, invalidate or render unenforceable any of the other terms, covenants or conditions hereof.

12. The failure of either of us, in any one instance or more, to insist upon the performance of any of the covenants, terms or conditions of this agreement, or to exercise any right or privilege herein conferred, shall not be construed as thereafter waiving any such covenants, terms, conditions, rights or privileges, but the same shall continue and remain in full force and effect.

If the foregoing correctly sets forth your understanding of our agreement, will you please so signify by signing your name beneath the word "Approved" which appears at the foot of the enclosed copy of this letter, and returning the copy, so signed, to us.

Yours very truly,

COLLEGE RADIO CORPORATION
14 West 45th Street - New York 36, N. Y.

By Robert R. Vance, Jr.
Vice-President

A witness of the above signature should sign on the line below, giving title, if any:

David Rose Cross
(Witness)

APPROVED: As of the 1st day of June, 1954.

Radio Station WCSR
(Name of Station)

Smith College
(Where Located)

By Camille Davis, Station Manager
(Give title after signature)

Witnesses of the above signature should sign on the lines below, giving titles, if any:

William A. Hoade
(Faculty Advisor)

(Other witness)

June 1, 1954
Date

RATE CARD FOR NATIONAL ADVERTISING FOR RADIO STATION WDCSR

We certify that approximately —— men students and 2300 women students live within our station's signal area.

The schedule of rates, discounts, and commissions governing the sale of our broadcast facilities to national advertisers is as follows:

| (Place an "x" on proper line) | Station Coverage | 1 hour | ½ hour | ¼ hour | 10 min | 5 min | 1 min | 20 secs |
|---|---|---|---|---|---|---|---|---|
| ____ | 2501-plus | $30.00 | 18.00 | 12.00 | 9.00 | 6.00 | 3.00 | 2.10 |
| x | 2001-2500 | 26.50 | 16.00 | 10.75 | 7.95 | 5.25 | 2.70 | 1.90 |
| ____ | 1501-2000 | 23.50 | 14.00 | 9.50 | 7.00 | 4.50 | 2.35 | 1.65 |
| ____ | 1001-1500 | 20.00 | 12.00 | 8.00 | 6.00 | 4.00 | 2.00 | 1.40 |
| ____ | 501-1000 | 16.50 | 10.00 | 6.75 | 4.95 | 3.25 | 1.75 | 1.20 |
| ____ | 0-500 | 13.50 | 8.00 | 5.50 | 4.00 | 2.50 | 1.50 | 1.00 |
| ____ | | ____ | ____ | ____ | ____ | ____ | ____ | ____ |

Frequency Discounts: 13 broadcasts, 5%; 26 broadcasts, 10%; 39 broadcasts, 12½%; 52 broadcasts, 15%; 104 broadcasts, 17½%; 130 broadcasts, 20%.

Group Discounts (add to frequency discount before computation): 5% for 35 stations; 10% for 50 stations; 15% for 75 stations. 2% extra applicable when all available women's colleges taken.

Special rates for one-minute spot announcements bought in groups of 390 or more on one station: 50% frequency discount, no group discount allowable.

Commissions: 15% to sponsor's advertising agency, 20% to College Radio Corporation (12.75% sales commission, 7.25% service fee.) Station receives 65% of net amount paid by advertiser.

Length of commercial copy (NARTB standards): 5-minute programs, 1:45 commercial minutes; 15-minute programs, 2:30 commercial minutes; 30-minute programs, 3 commercial minutes; 60-minute programs, 6 commercial minutes.

All programs and commercial copy subject to approval of station. All programs subject to cancellation to broadcast substitute programs in the public interest. 28-day cancellation notice on programs; 14-day cancellation notice on spot announcements.

Station (will) (~~will not~~) accept cigarette advertising.

Station (~~will~~) (will not) accept beer advertising.

Other products unacceptable for advertising are:_____

(Products listed as unacceptable above are so listed simply for guidance of the representative. All commercial copy is subject to approval of station.)

Radio Station WDCSR

By Carolyn Doius, Smith College
(signature and title) Station Manager

Rate Card Form
To accompany RCF-1

_____ Date

RATE CARD FOR NATIONAL ADVERTISING FOR RADIO STATION _____

We certify that approximately _____ men students and _____ women students live within our station's signal area.

The schedule of rates, discounts, and commissions governing the sale of our broadcast facilities to national advertisers is as follows:

| (Class on "A" on Proper Line) | Station Coverage | 1 hour | ½ hour | 10 min | 5 min | 1 min | 20 sec |
|---|---|---|---|---|---|---|---|
| _____ | 250-plus | 75.00 | 15.00 | 12.00 | 7.00 | 6.00 | 3.00 |
| _____ | 201-250 | 25.00 | 15.00 | 10.00 | 7.50 | 6.25 | 3.75 |
| _____ | 101-200 | 23.00 | 14.00 | 9.00 | 7.00 | 6.00 | 3.50 |
| _____ | 101-1800 | 20.00 | 12.00 | 8.00 | 6.00 | 4.00 | 3.00 |
| _____ | 501-1000 | 18.00 | 10.00 | 6.75 | 5.75 | 3.75 | 2.75 |
| _____ | 0-500 | 10.00 | 6.00 | 3.00 | 2.50 | 1.50 | 1.00 |

Frequency discounts: 13 broadcasts, 5% 26 broadcasts, 10%; 39 broadcasts, 15%; 52 broadcasts, 15%; 104 broadcasts, 17%; 156 broadcasts, 20%.

Group discounts (4% on frequency discounts before computation): 2% for 3 stations; 10% for 5 stations; 15% for 7 stations. 50 cents applies above all available women's fashion rates.

Special rates for exclusively your programs. Bought in groups of 300 or more on one station, 50% frequency discount, no group discount allowed.

Commissions: 15% to ad agency's advertising agency, 2% to radio broadcasting corporation (15.75% paid commission). 7.25% service fee.) Station reserves the right to reject paid or any other.

Length of commercial copy (NOTE STANDARDS): 5-minute programs, 1500 commercial minutes; 15-minute programs, 3150 commercial minutes; 30-minute programs, 5 commercial minutes; 60-minute programs, 6 commercial minutes.

All programs and commercial copy subject to approval of station. All programs subject to cancellation to broadcast urgent public programs in the public interest. 28-day cancellation notice on programs; 14-day cancellation notice on spot programs.

Station (will) (will not) accept cigarette advertising.

Station (will) (will not) accept beer advertising.

Other products unacceptable for advertising are:

_____

(Prevailing station is underscored. Rates above are as listed simply for guidance of the representative. All commercial copy is subject to approval of station.)

Date: _____

_____

_____

(signature and title)

Rate Card Form
To accompany BDF-1

Dunster House C-54
Harvard College
Cambridge 38, Mass.

Ira Rabkin

definitely NO!

Miss Nessa Ernstoff

Baldwin House

Smith College

Northampton, Massachusetts

NEW YORK, N.Y.
MAY 7
9 30 PM
1954

Remember only you can
PREVENT
FOREST FIRES

THIS SIDE OF CARD IS FOR ADDRESS

RECALCULATED
P.O. DEPT.

Manager
Radio Station WCSR
10½ Prospect Street
Northampton, Mass.

Dear Station Manager:

According to our records, your station has completed a total of 235 15-minute programs for Lucky Strike in the current contract year, through March 31st, 1954.

Please be certain that you will complete AT LEAST 77 additional 15-minute Luckies programs before you leave the air for the summer. (Of course, we hope you will keep right on with your basic Luckies schedule as long as your teletype remains in service, even though you may surpass the 312-program minimum.)

Will you please fill in and return to us the attached postal card? Thank you very much.

COLLEGE RADIO CORPORATION

Agdawerm Onion Skin
100% COTTON CONTENT
U.S.A.

# AGREEMENT OF AGENCY

Agreement made this day of , 1954, by and between (hereinafter referred to as Station), and Ira Rabkin, (hereinafter referred to as Rabkin):

W I T N E S S E T H  T H A T :

WHEREAS Station is engaged, among other things, in closed circuit broadcasting at College, and is desirous of obtaining contracts for radio advertising for the academic year beginning in September, 1954; and

WHEREAS Rabkin has had experience in the college radio advertising field and has certain contacts in the New York City area, and is willing to undertake to solicit radio advertising contracts on behalf of Station, more particularly described hereinafter; and

WHEREAS Station desires to utilize the services of Rabkin as its exclusive agent to solicit on its behalf said contracts:

NOW, THEREFORE, in consideration of the mutual promises contained herein, the parties hereto agree as follows:

1. Station hereby appoints Rabkin as its exclusive agent and station representative to (a) solicit on Station's behalf radio advertising contracts from advertisers hereinafter described; and (b) to enter into and execute contracts for said advertising on behalf of and as authorized agent of Station.

2. Said contracts shall be with such advertisers as hotels, retail outlets, places of entertainment and restaurants within and near New York City primarily, and elsewhere as may be mutually

100% COTTON CONTENT
U.S.A.

# Advertising Union Sales
## 100% Cotton Content
## U.S.A.

### AGREEMENT OF AGENCY

Agreement made this day of , 1954, by and between (hereinafter referred to as station), and Tex Rubin, (hereinafter referred to as Rubin):

### W I T N E S S E T H T H A T :

WHEREAS Station is engaged, among other things, in closed circuit broadcasting at College, and is desirous of obtaining contracts for radio advertising for the academic year beginning in September, 1954; and

WHEREAS Rubin has had experience in the college radio advertising field and has certain contacts in the Fort City area, and is willing to undertake to solicit radio advertising contracts on behalf of Station, more particularly described hereinafter; and

WHEREAS Station desires to utilize the services of Rubin as its exclusive agent to solicit on its behalf such contracts;

NOW, THEREFORE, in consideration of the mutual promises contained herein, the parties hereto agree as follows:

1. Station hereby appoints Rubin as its exclusive agent and station representative to (a) solicit on Station's behalf radio advertising contracts from advertisers hereinafter described; and (b) to enter into advertising contracts for said advertising on behalf of and as authorized agent of Station.

2. Said contracts shall be with such advertisers as retail outlets, places of entertainment and concerts within and over the Fort City community, and elsewhere as may be mutually

agreed upon from time to time by the parties, and transportation lines, including air, rail and bus, operating between Boston and other cities; and such other advertisers as may be mutually agreed upon from time to time by the parties.

3. Rabkin agrees to solicit said contracts diligently, either personally or through whatever agents he may appoint.

4. As consideration for these services to be performed by Rabkin, Station will pay to Rabkin 15% of the applicable station rate-card rate for time purchased by the advertiser as a result of solicitation by Rabkin; PROVIDED, HOWEVER, that in any case where Rabkin obtains said contracts through an advertising agency rather than from the advertiser itself, Station will pay to Rabkin 15% of the amount of said applicable station rate-card rate remaining after deduction of its commission by said agency.

5. Station agrees not to solicit on its own behalf the advertisers covered by the description in paragraph 2 hereof, and further agrees not to appoint any other agent for the purpose of soliciting such advertisers.

6. Station agrees to save Rabkin harmless from any and all liability arising from performance or nonperformance of broadcasting contracts solicited or obtained by Rabkin as agent for Station.

7. This agreement may be terminated by either party on sixty (60) days' written notice, PROVIDED, HOWEVER, that on all contracts that are in force or have been negotiated by Rabkin at the time of said notice, Station shall pay Rabkin the full commission agreed to in paragraph 4 hereof whether performance of contract occurs before or after actual termination.

IN WITNESS WHEREOF the parties hereto have hereunto set

their hands and seals on the date first above written.

| | |
|---|---|
| _____ | _____ |
| Witness | Ira Rabkin |
| _____ | _____ |

By_____

EAGLE-A
Agoroam Onion Skin
100% COTTON CONTENT
U.S.A.

AGREEMENT OF AGENCY

DATED: _____

GASTON, SNOW, RICE & BOYD
SHAWMUT BANK BUILDING
BOSTON

Dunster House C-54
Harvard College
Cambridge 38
Massachusetts
May 1, 1954

Miss Nessa Ernstoff
Baldwin House
Smith College
Northampton, Massachusetts

Dear Nikki;

Enclosed you will find a very impressive looking copy of the agreement which has been prepared for signature between the stations and myself. In the main, it is self-explanatory, but there are one or two points upon which I thought that I should comment, and also I have some requests for information. I hope to be at Smith on Sunday, May 9, in the afternoon, and if this is not inconvenient, I would like to see you then and speak to you about the agreement and the requested information.

The soliciting of proposed advertisers will take place this coming summer. It will be best if I am able to be as explicit, informative and direct as possible with them. This is a new venture for the advertisers as well as for us and it will turn out most favorably, I think, if negotiations with them can be well expedited. The agreement has been drawn up with this in mind.

The agreement is actually more a statement of facts set down so that we both know under what arrangements we are operating. The station rate-card rate is not mentioned in terms of actual rates. I would suggest as with the other colleges a base rate of $1.50 per thirty second plug with frequency discounts as usual. I will bring with me a proposed rate-card based on such a rate.

You will notice in Clause 2 in the statement concerning transportation lines the words "... operating between Boston and other cities..." This is fine for the Boston situated schools, but would hardly hold true for Smith. However, this is just a minor point and can easily be corrected on May 9.

As I mentioned to you, my commission for the contracts which I negotiate will be the usual rate of fifteen per cent (15%). Now, as stated in Clause 4, when I am forced to deal with an agency, they will no doubt deduct from the amount of the contract their fifteen per cent (15%)(and sometimes they insist on an additional two per cent (2%) for cash payment). When this is the case, as the Clause states, the discount will be taken pro rata from both our shares, rather than an overall (and overwhelming) deduction from what the station finally receives.

There are, at the end, places for signatures by myself, by witnesses, and by the Radio Station (directly beneath my signature) with the "By" meaning the officer who signs. Also included (but left out by the typist) should be the officer's position.

I think that on the whole the agreement is, as I have said, self-explanatory. I am sure that you and other members of the station will want to look over it carefully and perhaps have members of the faculty and even a lawyer look at it. I am certain that you will find it satisfactory and clear. As for any additions, corrections, deletions or insertions that you might wish, we can speak of these on May 9, which is the main reason for my visit.

Now as for the information which I would appreciate very much on the same date, here are my requests.

1) What is your total listening audience? (Usually it is the number of students on campus.) If it is not the same as the total number of students, why not? For instance, limitations of technical facilities.

2) You can see how inefficient and unimpressive it would seem were I to approach a potential advertiser concerning advertising and instead of being able to offer him definite information concerning times and rates available, I were to offer him only vague information and tell him that several back-and-forth negotiations among the station, myself and him must be made before a contract can be signed. Therefore, when I approach him, I should be be able to offer him a definite thing. And so I would need:

a) A complete copy of your broadcasting schedule for next year including dates and hours on the air.

b) A complete (as possible) schedule of commercial commitments made by the station for next year.

c) A complete schedule of time available (station breaks, etc.) for commercial announcements.

d) Copies of your own commercial contracts, if you have any. I shall bring with me copies of a type of contract used in the radio advertising business both by a college station, and by networks and large advertising agencies. These contracts have in common that they are standard contracts as approved by the American Association of Advertising Agencies and by the National Association of Broadcasters. In cases of dealing with an advertising agency, they will probably furnish their own copies of these contracts.

e) I should like to be able to be in touch with a girl directly connected with the station and, if possible, its business department. If she could be a resident of New York City, it would be helpful, but by no means necessary. She would also have a copy of the above schedules and upon completion of a contract, I would then notify her of said completion. In that way, as your commercial copy time is filled up (I hope that I don't sound too optimistic here), a responsible station

member would be keeping track of it and upon the opening of school would be able to present to the station's business and administrative staffs a complete picture for the coming year. In that way also if there were any change in the commercial time available, she could get in touch with me and inform me of this.

I hope to take care of all negotiations for contracts in New York during the summer. If they are to provide the commercial copy (advertising agencies, etc.), then plans for its delivery to the stations can be taken care of right there. If however, I am to provide the copy (as I hope will be the case in the majority of contracts), then I will be able to write the complete schedule of copy and have it ready for delivery in September. In the case of special sales, etc., the advertisers could have special copy made up and inserted in the proper places. I have made my position on the level of the commercial copy very clear to you and I shall remain adamant about it. I believe that we are in complete agreement on that phase. It will be better, I feel, to lose a possible contract than to admit some obnoxious type of advertising.

We are, as I am sure you well know, not operating in exactly the same manner as large networks and advertising agencies. We operate basically on a more, for us, pragmatic basis, and because of the size of our operations, this can be done. We're interested in letting people know that we have an audience to which we broadcast, an audience which listens and will hear information about a particular product or service. Then, if these advertisers are interested in the service we offer them, we'll provide it for a stated sum. The entire matter is conducted simply and the most important fact is that this service get performed, efficiently, and without a lot of red tape. And, we hope, that at the end of the year, all parties are satisfied.

I think that I have covered about all the matters I had on my mind. I hope to see you on May 9 and if the agreement is satisfactory, it can be signed then. I'm sure that you'll have a number of questions which I hope to answer then. Quite frankly, I am pleased by the stage of progress which this event marks. I think it is very promising as concerns our venture.

Very truly yours,

Ira Rabkin

Ira Rabkin

Encl:

Dunster House C-54
Harvard College
Cambridge 38
Massachusetts
May 9, 1954

Miss Nessa Ernstoff
Baldwin House
Smith College
Northampton, Massachusetts

Dear Nikki:

My most sincere apologies for not presenting myself at Smith today after I had gone to so much trouble to tell you I would do so in my long letter of May 1. I hope that Joe Oakley, a fellow resident of Dunster House who was in the vicinity got in touch with you to tell you that I would be unable to come. Furthermore, I hope that this action on my part has not caused you any undue trouble and preparation.

However, I had made plans a short time ago to be in the Springfield area this coming Thursday, May 13. I shall try to get in touch with you then and, if it is convenient for you, to come out to Smith, late afternoon or early evening most likely. I am terribly sorry to be so vague. Perhaps though a week-day might be better for talking to any administrative or station personnel who might be interested in our agreement.

Let me profer my apologies again. I hope that I will be able to see you this coming Thursday and make my excuses in person as well as conduct our business.

Very truly yours,

Ira Rabkin

Ira Rabkin

Dunster House C-54
Harvard College
Cambridge 38
Massachusetts
May 16, 1964

Miss Nessa Ernstoff
Baldwin House
Smith College
Northampton, Massachusetts

Dear Nikki:

I hope that I have given you, Sabi, Ann and Nancy a clear view of the details of my proposed advertising venture. If I'm not wrong, I gather that Smith radio is well disposed to it, but has the matter of the C.R.C. contract to consider. I've given this a little thought since I've seen you and have come up with two possible solutions, one of which I believe I left you with. These solutions are based on the assumption that you place the value and necessity of the two news shows first, which I also feel is only natural.

As I pointed out to you, C.R.C. and I are interested in two different spheres of advertising. And from what I gather, they are not intending to expand into my interests. Neither do I intend to expand into theirs. So perhaps, if they are made aware of this fact, the 'exclusive agent' clause in their contract, which seems to be the main stumbling block holding up consumation of our contract, might be removed. In other words, they might be persuaded to consider my activities as non-prejudicial and non-harmful to theirs. In that way, you could sign both with C.R.C. and with me, rather than be forced to choose one and reject the other.

Secondly, if they are adamant about the 'exclusive agent' clause, our contract might be pared down so that the clause dealing with exactly those proposed advertisers among whom I would solicit would not fit into the restricted area of the C.R.C. contract. Naturally, this would greatly limit the number of potential advertisers, but at least it would be a start and you could be getting some benefit from my efforts as well as continue to get news, records and revenue via C.R.C.

These are, of course, only suggestions. You know your own situation best and will no doubt take final action that will provide the most beneficial course for Smith radio. I sincerely feel, however, that this will include a contract with me in one capacity or another.

If you have any questions about my advertising work, please do not hesitate to keep in touch with me. I'm sure that I can clear up any doubtful points. My interests, though for different reasons, are the same as yours as concerns the welfare of your radio station. I believe that in working together, we can increase it quite noticably.

By the way, just so that I might have some information on Smith, if you could provide me with, say, one hundred of the polls which I sent you, I would appreciate it very much. You wouldn't need to bother at all about tabulation, and the postage costs would be refunded. Also, I would appreciate a copy of your new rate card as I believe that this was the one which you would want made applicable in the case of my soliciting for Smith.

Thank you very much for your aid and co-operation. I enjoyed speaking with you and with the other girls concerning this matter.

Very truly yours,

Ira Rabkin

Ira Rabkin

Dunster House C-54
Harvard College
Cambridge 38
Massachusetts
May 18, 1954

Miss Nessa Ernstoff
Baldwin House
Smith College
Northampton, Massachusetts

Dear Nikki:

I have just returned from final contract negotiations and signing with both Wellesley and Radcliffe. I believe that I explained the position of Mount Holyoke to you, that they are station-wise settled on signing and are awaiting only Dr. Ham's return for final administrative approval since they have a tighter control than you do. This leaves only Smith and I believe I am correct in stating that the stumbling block before the signatures on our contract is the exclusive agent clause in your contract with C.R.C.

When I was at Radcliffe this evening, I once again completely went over their contract with Eastern States. There is no clause whatsoever in that contract which makes Eastern States their exclusive agent for any advertising at all; nor any clause which might be construed to indicate this; nor any clause containing a restriction which might be at all applicable to my contract.

Therefore, I was wondering if possibly the clause in your contract might permit your signing my contract. I did not see the C.R.C. contract when I was at Smith (Radcliffe also is 'fed' news from WMIT as you are from Amherst), but if possible, I would like very much to see the restrictive clause. That way, I would know better on what grounds we are working and be able to suggest a more germaine solution.

And so I wondered if I might put you to the trouble of just copying that one clause, or however many there might be, that contains the reference to exclusive agent and send it to me. I would appreciate it very much and this might in turn expedite the final solution of our business. The sooner I have my contracts signed, the sooner I can begin my soliciting and start to bring in potential Accounts Receivable for the stations.

Very truly yours,

Ira Rabkin

Ira Rabkin

WALKER HALL 640 **WAMF** 640 AMHERST, MASS.

*"the radio voice of amherst college"*

May 1, 1954

Nicki Ernstoff
Advertising Mgr.
Radio Station WCSR
Dear Nicki:

Enclosed is an estimate of the expenses for the PBS Drama Department for next year (1954-1955). This estimate is based on the assumption that the Drama Departments of each station will merge. This is a rather conservative estimate but one that nevertheless should be adequate to cover next year's expenses. I assume that Ann has already given you her estimate. If there is a wide discrepancy (however there shouldn't be), then let Ann and me know and we'll consult with you and Herb and resolve the difference. If the difference is slight, I would suggest that you use the higher estimate.

I am enclosing a copy for Ann. Will you see that she gets it. Most of the verbage on the enclosed sheet is for her benefit.

Sincerely,
Norman Amaker
Norman Amaker
Drama Director
WAMF

cc: Cadman
Tulchin

PBS DRAMA

ESTIMATED EXPENSES FOR FISCAL YEAR 1954-1955

Scripts ----------$ 100.00

Transportation ----------30.00

Meals ---------- 85.00

Total ---------$215.00

I. Scripts - some tapes will be used and in several cases no new script need be typed since our files are fairly extensive. The standard rate paid for script-typing is 15¢/page.

II. Transportation - this will be provided by an Amherst man. He'll be paid a very nominal fee (around 7¢/mile). This means about $1.00 per round trip between Smith and Amherst. Ergo $30.00 should cover it.

III. Meals - these will normally be provided at Valentine Hall at 95¢ a throw. I've assumed an average of three girls each time at 95¢ per femme and multiplied this product by the expected number of shows (roughly 30 but actually 34 if all goes as planned. See following).

| # of Shows | Month | |
|---|---|---|
| 1 | Sept. | |
| 4 | Oct. | |
| 3 | Nov. | |
| 7 | Dec. | (Drama Festival) |
| 2 | Jan. | (Exams |
| 3 | Feb. | |
| 2 | March | (Spring Vacation) |
| 3 | April | |
| 9 | May | (Drama Festival |
| Total-------- 34 | | |

IV. Drama Festival - the Drama Festival will begin with the regularly scheduled on hour Sunday presentation and will continue through the following Friday evening with five ½hr.tape recorded shows. The Winter festival (Sun, Dec. 12- Fri,Dec.17) will adopt for its theme something in keeping with the holiday season. The Spring festival will operate in like manner (Sun-Fri.) and will use a theme to be decided upon by the respective Drama Directors (whoever they may be.)

NCA

TELEPHONE UN 5-6400

YALE BROADCASTING COMPANY, INC.
242-A YALE STATION, NEW HAVEN, CONNECTICUT

JAMES T. BOORSCH, CHAIRMAN
TERENCE G. O'BRIEN, PROGRAM DIRECTOR
CHARLES A. KRAUSE, PUBLIC RELATIONS DIRECTOR
ROBERT A. JOHNSON, VICE-CHAIRMAN
MAURICE E. PINTO, SECRETARY
FREEMAN T. PUTNEY, JR., BUSINESS MANAGER
LYNDE E. MAY, IV, TECHNICAL DIRECTOR

May 5, 1954

Miss Saby Davis
WCSR
Smith College
Northhampton, Mass.

Dear Saby,

I'm sorry to be so late in answering your letter, but it took a while for the posted list to acquire some names; but after a few started the ball rolling, there was more response. As of now, fourteen want to come up.

I am passing the buck somewhat, and giving the arrangement and the responsibility to Glen Gray, a junior member, and WYBC Sports Director. He has agreed to maintain decorum and keep things under control.

He will arrange for rides. Would you please get in touch with him, suggesting the available hours, type of shows, etc.

Glen will handle everything from here on in, so he's the man to contact from now on.

Thanks in advance for the invitation.

Sincerely,

James T. Boorsch

James T. Boorsch

JTB:no

INTERCOLLEGIATE
BROADCASTING
SYSTEM

Washington 20, D. C. ● Schenectady 2, N. Y.

In Reply, Address:

1562 Van Vranken Avenue
Schenectady 8, New York

May 6, 1954

Miss Camilla Davis
General Manager, WCSR
Smith College
10-1/2 Prospect Street
Northampton, Massachusetts

Dear Miss Davis:

Thank you for your letter of April 20, 1954.

WCSR has been dropped from the special supplement to the IBS Rate Card in accordance with your request.

Sincerely yours,

Thomas M. Blaisdell

Thomas M. Blaisdell
Sales Promotion Manager

TMB/jfb

# FROM I. B. S.

706 Sanders Avenue
Schenectady 2, N.Y.
May 8, 1954

NEWSLETTER #53/4-6

In Brief:

Complete Text of FCC Proposed Rule Making, and articles discussing it, are enclosed.

Get in your comments on the FCC proposal and how it will affect your station! Send them to the IBS Engineering Director, Mr. Richard H. Crompton, 113 Locust Drive, Baltimore 28, Maryland. The deadline is May 25.

Attend one of the IBS Regional Meetings next weekend. All stations are invited. For details, see page 2.

Return the IBS Sales Questionnaire (if your station is on the rate card).

Discussions between CRC and IBS continue.....See page 2.

THE COMPLETE TEXT OF THE FCC PROPOSAL under Docket 9288 is enclosed. Also, four articles are enclosed which discuss this proposal and its effect on campus stations:

I 330 Background of the New Rules
I 331 Effect of New Rules on Campus Stations
I 332 IBS Outlines Future Course of Action for Stations in Rule Making
I 333 Operation Under Revised Part No. 15

The more Operations studies the proposed rule making and discusses it with station personnel, the more convinced we become that campus radio will be drastically curtailed if the proposal goes through.

Consider the proposal from these points of view:

1) Do you now feed your r.f. into power lines? (Most stations do.) If so, does it stay on university property or do the power lines carry it to other property? What can be done to prevent this?

2) Under the present rule, if you are on 630 kc. you are permitted 15 microvolts-per-meter at 250 feet. Working this back to 100 feet, theory says the field strength now permitted is 67 microvolts-per-meter. The FCC proposal would limit your field strength to 40 microvolts-per-meter at 100 ft. This means a power reduction to 36 per cent of that permitted under the present rules, if you operate on 630 kc. If you operated on a lower frequency an even greater power reduction is required. Can you cover your campus with your power reduced this much?

3) Are any of the university buildings you cover close to the edge of the university's property? Can you create an r.f. field in such buildings that will give good reception in them without exceeding the radiation limit of 15 microvolts-per-meter at the property line?

4) Do you wish to feed fraternity houses and other such buildings not

owned by the university? If so, how would you do this under the proposed rules?

5) Are you likely to have 5 kc. beat notes on your carrier? For instance, if you move to 635 kc., are there broadcast stations on 630 and/or 640 kc. which could cause beat notes? (Try operating this way and find out; a beat can be produced by a signal only 1/100th the magnitude of your carrier.)

6) If the new rules go into effect would you find it necessary to apply for a license under Subpart C in order to cover the student living quarters you are now able to cover under part 15 as it is now written?

The IBS Engineering Department needs your answers to the above questions. The deadline is May 25. Substantiating field strength measurements, substantiating operating experience on one of the proposed broadcasting frequencies, are desirable. However, you should reply in any event! Your answers and comments based on your operating experience are needed.

REGIONAL MEETINGS THIS COMING WEEKEND provide a way to get further information on the FCC proposals. All campus stations are invited to attend. Operations has been advised of three such meetings:

| Date | Region | Host Station | College, City | Location | In Charge |
|---|---|---|---|---|---|
| May 15(Sat.) | 3 | WRPI | R. P. I., Troy, N. Y. | 15th St. Lounge | J.McKendrie |
| May 15(Sat.) | 4 | WLRN | Lehigh U., Bethlehem, Pa. | Drown Hall | H.Taylor |
| May 16(Sun.) | 5 | WMUC | U. of Maryland, College Pk., Md. | ---- | M.Benjamin |

One or more IBS national officers will attend each of the above meetings.

THE IBS SALES QUESTIONNAIRE which was sent out with the previous Newsletter to all stations on the IBS National Advertising Rate Card should be returned at once, if you still have it. Sales Promotion Manager Tom Blaisdell need the information so the new rate card can be compiled and printed over the summer.

DISCUSSIONS BETWEEN IBS AND THE COLLEGE RADIO CORPORATION continue, and we are confident that terms can be found which will be in keeping with the instructions the IBS Board of Directors received from the Regional Directors at the Governing Council Meeting on April 10. We will continue to keep you informed on this transaction.

David W. Borst

David W. Borst
Operations Manager

C·R·C

**COLLEGE RADIO CORPORATION**

14 WEST 45TH STREET • NEW YORK 36, N. Y. *Telephone* OXFORD 7-0890

May 12th, 1954

Mr. William A. Bodden
Treasurer and Controller
Smith College
Northampton, Massachusetts

Dear Mr. Bodden:

I am in receipt of your letter of May 11th inquiring about paragraph eight of our organization's standard campus station national advertising sales representation contract.

College Radio Corporation and Eastern States Radio Corporation operate with some degree of affiliation in the college radio field; the former is a station sales representative, selling facilities on a commission basis. The latter is a package program producer, involved in the college radio field through a program series known as the "Lucky Strike Newscast Series." Because some 75 college radio stations have for two years participated in the Lucky Strike series by contract with Eastern States Radio (including WCSR), it was necessary to make allowance for continuance of these programs in drawing up the terms of College Radio Corporation's regular representation agreement.

Paragraph eight is designed, therefore, to cover the specific case of the already established Lucky Strike program series.

The idea of the representation agreement is, in part, to set forth the schedule of rates, discounts and commissions at which we are authorized to sell the station's programs. The station's establishment of those rates, discounts and commissions is fully binding upon us for all advertising we solicit, and I assure you is used religiously in all representations to advertisers.

Yes, it is legally and technically possible for some future additional contract to be proposed by Eastern States Radio Corporation to WCSR, which might not adhere to the rate schedule set up in the representation agreement; but the acceptance or rejecting of such a contract would naturally lie exclusively with the station, whose rights to preserve rate structure thereby remain fully protected.

While of course a contract is a contract and every party must be guided only by the terms contained therein, may I in conclusion assure you that the separate contractual exception for Eastern States

Mr. William A. Bodden - May 12th, 1954 (2)

Radio Corporation will be utilized in the future, as far as new contracts offered to stations are concerned, exclusively with renewals of the Lucky Strike programs. All other advertising will be offered through the College Radio Corporation representation agreement.

For your further information, I enclose at this time a copy of the agreement which will be offered to WCSR for Lucky Strike programs during the 1954-5 broadcast year, if Luckies decides to renew on WCSR (the sponsor's decision on that will not be announced for about four weeks). WCSR's remuneration is three hundred dollars a year for these programs; while this is admittedly less than the rates set forth in the representation agreement, it is also to be considered that half the programs originate from WAMF, Amherst, and are furnished to WCSR by line; and further, that a much higher frequency of broadcast is involved than has ever needed to be provided for in the regular schedule of discounts.

If I may be of further assistance to you on any point, please feel free so to advise me.

Sincerely yours,

Robert R. Vance, Jr.

Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

RV:j
Enc.

Eastern States Radio Corporation

COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982
COLUMBUS 16, OHIO
WORTHINGTON 2-5277

Radio Station

Gentlemen:

We understand that you desire to be included in the so-called "Lucky Strike package program series"produced by us, upon the following terms and conditions:

1. You shall make available to us, during the term of this agreement, excluding your school's official vacation periods for sale by us to the sponsor hereinafter mentioned (a) two (2) fifteen-minute periods of broadcast time daily, six days a week, or, in the alternative, (b) two (2) fifteen-minute periods of broadcast time daily, five days a week, and a third fifteen-minute period of broadcast time, three days a week, but in no event less than a total of 312 such broadcast periods, the program content of which shall, from time to time, be supplied or prescribed by us. Should you be unable to broadcast one or more of the sponsored programs as scheduled, such program or programs shall be broadcast at a time suggested by you and approved by us. We reserve the right to terminate this agreement in the event that you are or become unable to schedule the sponsored programs at times acceptable to the sponsor.

2. The sponsor of all such broadcasts shall be the American Tobacco Company, and the product to be advertised on all such broadcasts shall be Lucky Strike cigarettes or such other of the sponsor's products as it shall designate. For each such fifteen-minute program sponsored by the American Tobacco Company the broadcast of which is certified to us by affidavit within twenty (20) days of the last day of the calendar month in which the broadcast took place, we agree to pay to you the sum of Dollars ($ ) provided, however, that we shall not be obligated to pay for in excess of 312 such broadcast periods during the term of this agreement. You agree to hold us and only us liable for payment due you for such programs, and that you shall make no charge to the sponsor or to the sponsor's advertising agency for the use of such radio time.

3. In the event the American Tobacco Company does not elect, prior to , to purchase advertising time on your station through us, upon terms and conditions offered by us to the American Tobacco Company, and, prior to such date, we are unable to obtain a substitute sponsor approved in writing by you, or in the event that our contract with the American Tobacco Company or its advertising agency (or so much thereof as shall pertain to the purchase of advertising time on your station) under which such time is purchased shall expire or be terminated for any reason whatsoever prior to the expiration of this agreement, and, prior to such expiration or termination, we are unable to obtain a substitute sponsor approved in writing by you, this agreement shall automatically terminate at the same time and each of us shall be released from all obligations to the other hereunder. If, pursuant to the foregoing provisions, you shall

Radio Station

Gentlemen:

We understand that you desire to be included in the so-called "Lucky Strike package program series" produced by us, upon the following terms and conditions:

1. You shall make available to us, during the term of this agreement, excluding your school's official vacation periods for sale by us to the sponsor hereinafter mentioned (a) two (2) fifteen-minute periods of broadcast time daily, six days a week, or, in the alternative, (b) two (2) fifteen-minute periods of broadcast time daily, five days a week, and a third fifteen-minute period of broadcast time, three days a week, but in no event less than a total of 312 such broadcast periods, the program content of which shall, from time to time, be supplied or prescribed by us. Should you be unable to broadcast one or more of the sponsored programs as scheduled, such program or programs shall be broadcast at a time suggested by you and approved by us. We reserve the right to terminate this agreement in the event that you are or become unable to schedule the sponsored programs at times acceptable to the sponsor.

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3. In the event the American Tobacco Company does not elect, prior to , to purchase advertising time on your station through us, upon terms and conditions offered by us to the American Tobacco Company, and, prior to such date, we are unable to obtain a substitute sponsor approved in writing by you, or in the event that our contract with the American Tobacco Company or its advertising agency (or so much thereof as shall pertain to the purchase of advertising time on your station) under which such time is purchased shall expire or be terminated for any reason whatsoever prior to the expiration of this agreement, and, prior to such expiration or termination, we are unable to obtain a substitute sponsor approved in writing by you, this agreement shall automatically terminate at the same time and each of us shall be released from all obligations to the other hereunder. If, pursuant to the foregoing provisions, you shall

approve a substitute sponsor, this agreement shall be deemed amended by the substitution of its name for the name of the American Tobacco Company, wherever such name appears in this agreement, but all of the other terms, covenants and conditions of this agreement shall remain and continue in full force and effect.

4. Each of the sponsored broadcasts shall incorporate such commercial copy as the sponsor or its advertising agency or we shall prescribe, provided, however, that commercial copy shall be supplied to you at least three (3) days in advance of the time it is scheduled to be broadcast and provided also that such commercial copy conforms in all respects to the standards set by the National Association of Radio and Television Broadcasters.

5. You agree that no advertising of any kind, paid or otherwise, pertaining to products competitive with those advertised on the broadcasts sponsored by the American Tobacco Company, shall be aired during the thirty (30) minute periods immediately preceding and immediately following the sponsored broadcasts.

6. You agree to publicize the sponsored broadcasts (a) by broadcasting sustaining spot announcements with respect thereto over your facilities and (b) by making reasonable efforts to secure write-ups regarding such broadcasts in local and campus newspapers, magazines and other appropriate media.

7. You shall supply us promptly with such affidavits and notarized certificates with respect to the sponsored broadcasts and such survey data and other information as we or the sponsor or its advertising agency shall require.

8. Transcriptions of commercial matter and program content furnished to you by the sponsor or its advertising agency or by us shall remain the property of the supplier.

9. You agree to indemnify us, the sponsor, the sponsor's advertising agency if any, and the officers, agents and employees of us and of each of them, and to save all such parties harmless from and defend any and all claims, suits, and/or judgements, including fines, penalties, costs, expenses and legal fees based upon any alleged violation of the equitable or legal rights of any person, firm or corporation or upon any violation of law arising out of any of the programs covered by this agreement, with respect to anything contained in such programs other than copy specifically furnished for broadcast by the sponsor, his advertising agency, or by us.

10. This contract shall automatically be renewed for an additional term of one year immediately following the expiration hereof, unless, not less than thirty (30) days nor more than sixty (60) days prior to such expiration, one of us shall notify the other in writing of its intention not to renew.

11. This contract may be assigned by us to College Radio Corporation, an Ohio corporation with an office and place of business at 14 West 45th Street, New York 36, New York.

12. This letter constitutes and expresses our entire agreement, and all former agreements, promises and understandings relative thereto are herein merged. Any future changes, modifications or additions to the terms and conditions herein expressed must be in writing signed by the party to be charged.

13. This agreement shall be interpreted and enforced in accordance with the laws of the State of Ohio. The invalidity or unenforceability of any term,

approve a substitute sponsor, this agreement shall be deemed amended by the substitution of his name for the name of the American Tobacco Company, wherever such name appears in this agreement, and all of the other terms, covenants and conditions of this agreement shall remain and continue in full force and effect.

4. Each of the sponsored broadcasts shall incorporate such commercial copy as the sponsor or its advertising agency or we shall reasonably provided, however, that commercial copy shall be supplied to you at least three (3) days in advance of the time it is submitted to be broadcast, and provided also that such commercial copy contains in all respects to the standards set by the National Association of Radio and Television Broadcasters.

5. You agree that no advertising of any kind, until or otherwise, pertaining to products competitive with those advertised on the broadcasts approved by the American Tobacco Company, shall be given during the thirty (30) minute periods immediately preceding and immediately following the sponsored broadcasts.

6. You agree to publicize the sponsored broadcasts (a) by broadcasting announcements with respect thereto over your facilities and (b) by making reasonable efforts to secure write-ups regarding such broadcasts in local and county newspapers, magazines and other appropriate media.

7. You shall supply us promptly with such activities and statistics pertaining with respect to the sponsored broadcasts and such survey data and other information as we or the agency or its advertising agency shall require.

8. Transcriptions of commercial matter and program content furnished to you by the sponsor or its advertising agency or by us shall remain the property of the supplier.

9. You agree to indemnify us, the sponsor, the sponsor's advertising agency if any, and the officers, agents and employees of us and of each of them, and to save all such parties harmless from and against any and all claims, suits, and/or judgments, including fees, penalties, costs, expenses and legal fees based upon any alleged violation of the applicable or legal rights of any person, firm or corporation or upon any violation of law arising out of any of the programs covered by this agreement, with respect to anything contained in such programs other than copy specifically furnished for broadcast by the sponsor, his advertising agency, or by us.

10. This contract shall automatically be renewed for an additional term of one year immediately following the expiration hereof, unless not less than thirty (30) days nor more than sixty (60) days prior to such expiration, you or we shall notify the other in writing of its intention not to renew.

11. This contract may be assigned by us to Colonial Radio Corporation, an Ohio corporation with an office and place of business at 14 East 53rd Street, New York 22, New York.

12. This letter constitutes and expresses our entire agreement, and all former agreements, promises and understandings relating thereto are hereby rescinded. Any future changes, modifications or additions to the terms and conditions herein expressed must be in writing signed by the party to be charged.

13. This agreement shall be interpreted and enforced in accordance with the laws of the State of Ohio. The invalidity or unenforceability of any term,

covenant or condition contained herein shall not terminate, invalidate or render unenforceable any of the other terms, covenants and conditions hereof.

If the foregoing correctly states your understanding of our agreement, please so signify by signing the enclosed copy of this letter beneath the words "Read and Approved" and returning the copy, so signed, to us.

Yours very truly,

EASTERN STATES RADIO CORPORATION
(an Ohio corporation)

By _____
President

Read and Approved:

RADIO STATION _____

By _____
(signature)

_____
(title)

Witness of the above signature:

_____

_____
(Faculty Advisor)

WCSR

Pioneer
Broadcasting
System

Smith College

10½ Prospect Street
Northampton, Mass.

600 K. C.

May 20, 1954

Dear Sir:

We received your Sales Newsletter of May 12, 1954. We have, however, a few quiestions concerning it.

We have never received any program sheets on which to list our daily broadcast schedule to send to you. We also have never received any spots from you and we would appreciate your explaining to us what they are.

Lastly, we have never gotten any Lucky Strike cigarettes from you and would like you to send them to us in the future.

Thank you very much.

Sincerely,

Camilla Davis
Station Manager, WCSR

CD:mg

NORTHAMPTON
MAY 22
5 PM
1954
MASS.

1654 --- 195
300TH ANNIVERSA
NORTHAMPTON

Miss Camilla Davis
Park House
Northampton
Massachusetts

Dear Camille,

I can't tell you how much I appreciate your note and the word from W.C.S.R. Certainly it is true that I have been your

Mrs. Sidney A. Cook

friend and advocate
from the very earliest
days - but you are so
well established by
now I scarcely expected
you to remember J.
Thank you so very
much. Alison Cook

C·R·C

**COLLEGE RADIO CORPORATION**

14 WEST 45TH STREET • NEW YORK 36, N. Y. *Telephone* OXFORD 7-0890

May 25th, 1954

Miss Camilla Davis
Manager, Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Miss Davis:

Thank you for your letter of May 20th. We enclose program forms on which you may record your broadcast schedule for our guidance in representing WCSR to national advertisers. Please fill in one sheet for each day of the week and return to us.

Applications for Luckies to be used as program give-away prizes will be taken in September for the 1954-5 year. You'll be reminded of this through our Sales Newsletter; please write again on the subject in the fall.

Your payment for second semester Luckies programs will be sent promptly on receipt of your final affidavit. The affidavit form will reach you in about a week.

Best wishes for a pleasant summer.

Cordially,

Robert R. Vance, Jr.

Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

RV:j

STATION PROGRAM SCHEDULE

College _____ Call Letters _____

DAY: _____

Note: 5-min. and 10-min. programs are shown by lines dividing the fifteen minute segments proportionately.

KEY TO PROGRAM SYMBOLS:

CM - Classical Music
PM - Popular Recorded Music
N - News (National & Local)
S - Sports
LS - Local Sports
NS - News & Sports
SM - Special Music (Jazz, Show music, etc.- See "remarks")
L - Live Shows (forums, interviews, etc.- see "remarks")
LM - Live Music (vocal, instrumental, etc. see "remarks")
PbP - Play-by-Play sports (recorded music replaces)

KEY TO SPONSORSHIP SYMBOLS:

SN - Sponsored National
SL - Sponsored Local
UN - Unavailable for sponsorship
AP - Available for SPOT participation

Blank spaces indicate station can and will adjust program schedule

| STATION BREAK | TIME SEGMENT | PROGRAM TYPE | PROGRAM NAME | SPONSORSHIP | REMARKS |
|---|---|---|---|---|---|
| | 7:00 - 7:30a | | | | |
| | 7:30 - 8:00a | | | | |
| | 8:00 - 8:30a | | | | |
| | 8:30 - 9:00a | | | | |
| | 6:00 - 6:15p | | | | |
| | 6:15 - 6:30p | | | | |
| | 6:30 - 6:45p | | | | |
| | 6:45 - 7:00p | | | | |
| | 7:00 - 7:15p | | | | |
| | 7:15 - 7:30p | | | | |
| | 7:30 - 7:45p | | | | |
| | 7:45 - 8:00p | | | | |
| | 8:00 - 8:15p | | | | |
| | 8:15 - 8:30p | | | | |
| | 8:30 - 8:45p | | | | |
| | 8:45 - 9:00p | | | | |
| | 9:00 - 9:15p | | | | |
| | 9:15 - 9:30p | | | | |
| | 9:30 - 9:45p | | | | |
| | 9:45 - 10:00p | | | | |
| | 10:00 - 10:15p | | | | |
| | 10:15 - 10:30p | | | | |
| | 10:30 - 10:45p | | | | |
| | 10:45 - 11:00p | | | | |
| | 11:00 - 11:15p | | | | |
| | 11:15 - 11:30p | | | | |
| | 11:30 - 11:45p | | | | |
| | 11:45 - 12:00m | | | | |
| | 12:00 mid to sign-off | | | | |

REPRESENTATIVE: College Radio Corporation, 545 Fifth Avenue, New York 17, New York MU 7 - 6865

C·R·C

**COLLEGE RADIO CORPORATION**

14 WEST 45TH STREET • NEW YORK 36, N. Y. *Telephone* OXFORD 7-0890

June 1st, 1954

Miss Camilla Davis
Smith College
Radio Station WCSR
Northampton, Massachusetts

Dear Miss Davis:

This will confirm to you my statement made to you at our recent meeting that, should WCSR enter into our standard station representation agreement, College Radio Corporation would welcome the opportunity to discuss solicitation of regional advertising accounts for your station with any individual you may recommend, who may feel interested and qualified to carry on such solicitation.

Of course we would have to reserve for ourselves the right of approval of each regional account to be approached, to insure that there was no conflict with the sales solicitations of our own salesmen.

It was a pleasure to have the opportunity of meeting you in person, and I hope you will call on us again when you are next in New York.

Best wishes for a pleasant summer!

Cordially,

Robert R. Vance, Jr.

Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

RV:j

C·R·C

**COLLEGE RADIO CORPORATION**

14 WEST 45TH STREET • NEW YORK 36, N. Y. *Telephone* OXFORD 7-0890

June 8th, 1954

Miss Camilla Davis
Manager, Radio Station WCSR
Chestnut Ridge Road
Mt. Kisco, New York

Dear Miss Davis:

This will acknowledge receipt of the national advertising sales representation agreement by which WCSR has appointed College Radio Corporation as agent for purposes of solicitation of national advertising accounts.

We very much appreciate your confidence in us, and assure you we shall make every effort to bring new national sponsors to WCSR.

Your station's final Luckies broadcast affidavit, covering programs done during May, has not arrived in our office as yet. Just as soon as it comes in we'll forward the payment due you for the second semester.

Best wishes for a very pleasant summer!

Cordially,

Robert R. Vance, Jr.

Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

RV:j

CABLE—DECCORD NEWYORK

# DECCA RECORDS, INC.

50 WEST 57th STREET, NEW YORK 19, N. Y. . . . . COLUMBUS 5-2300

June 14, 1954

This is to notify you that effective with the July 5th release, our Decca Records subscription service will be entirely on 45 rpm speed. We believe this change will ultimately prove of tremendous advantage to all of the stations subscribing to our service.

There is no question but that the 45 rpm will afford your listeners with a new high in fidelity. The size of the 45 will also eliminate many of the storage problems that are currently so troublesome to many of the radio stations. In addition the difficulties of breakage will now be a thing of the past.

May we thank you at this time for your wonderful cooperation in presenting our Decca Records to the listening public. We trust that our wonderful association will continue

Disc Jockey Service

Very truly yours,

DECCA RECORDS INC.

CABLE—DECCORD NEWYORK

# DECCA RECORDS, INC.

50 WEST 57th STREET, NEW YORK 19, N. Y. . . . . COLUMBUS 5-2300

July 16, 1954

## Announcement

We are pleased to announce that we are now able to reduce the price of our sample service to you. These savings are made possible by using 45 RPM records, and we are passing them on to you.

The following is the schedule of our old and new prices:

| Type of Service | Old Price | New Price |
|---|---|---|
| Pop | $8.00 | $5.50 |
| Country | 4.00 | 3.75 |
| Rhythm & Blues | 4.00 | 3.75 |
| Combined Pop & Country | 10.00 | 7.00 |
| Combined Pop & Rhythm & Blues | 10.00 | 7.00 |
| Combined Pop, Country, Rhythm & Blues | 12.00 | 8.50 |

These new prices will apply to shipments made this month. Please accept our sincere thanks for your continued interest in Decca Records.

DECCA RECORDS, INC.

C·R·C

**COLLEGE RADIO CORPORATION**

14 WEST 45TH STREET • NEW YORK 36, N. Y. *Telephone* OXFORD 7-0890

July 30, 1954

Miss Camilla Davis
Chestnut Ridge Road
Mt. Kisco, New York

Dear Miss Davis:

In analyzing your station's performance of the RCA University Library program series for the 1953-54 college broadcast year, we find that we have no report from you as to the number of RCA programs performed during the months of September, October, April,and May, 1953-54. The contract for this program series, you will recall, requires that 130 programs be broadcast during the school year. Our records to date show your cumulative total for 1953-54 to be 69 programs; however, we presume this total will be increased by your affidavit for the months of September, October, April, and May.

So that we may complete our reports to the Radio Corporation of America and clear the way for your station to continue in the RCA University Library program series next fall, won't you please fill in and return the enclosed monthly broadcast report form?

Thanks very much in advance for the prompt attention and cooperation we are sure you will give us in this matter.

Sincerely yours,

COLLEGE RADIO CORPORATION

Robert R. Vance

Robert R. Vance

RRV/jw

C·R·C

**COLLEGE RADIO CORPORATION**

~~545 FIFTH AVENUE • NEW YORK 17, N. Y. • Telephone Murray Hill 7-8383~~

14 WEST 45th STREET • NEW YORK 36, N. Y. Telephone OXFORD 7-0890

August 13th, 1954

Miss Camilla Davis
Manager, Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Miss Davis:

Thank you very much for your letter of August 5th. Your statements are quite correct, and, as WCSR did not join the RCA series until November, no reports are due nor programs expected for September and October. The letter you received was a form letter which, regrettably, did not fit your case.

The affidavits you enclosed with the letter bring your file up to date. 105 is the correct total called for under your particular contract.

Please accept our apologies for this error. I hope you have not been unduly inconvenienced.

By all means do stop by to see us if you have an opportunity to do so before going back to school.

Cordially,

COLLEGE RADIO CORPORATION

Bob Vance

Robert R. Vance, Jr.

RV:j

CABLE—DECCORD NEWYORK

# DECCA RECORDS, INC.

50 WEST 57th STREET, NEW YORK 19, N. Y. . . . . COLUMBUS 5-2300

August 18, 1954

Hi there:

"There's no business like show business" - and we've been in it for twenty marvelous, musical years!

The past two decades have brought many changes to the record world, both in its technical and artistic aspects. Decca has played an important part in all of these changes, and it makes a wonderful story.

In conjunction with our Twentieth Anniversary, "Billboard" has prepared "The Decca Story" for its August 28th issue. All of the fabulous firsts, fads and fun that make the record business as great as it is are part of "The Decca Story". Watch for it - in the August 28th issue of "Billboard" - out on August 24th.

Sincerely,

Mike

Mike Conner

EASTERN STATES RADIO CORPORATION
Columbus 16, Ohio

ehs
9/24/54

September 15th, 1954

Manager, Radio Station WCSR

Dear Sir:

According to our records, your station has not submitted to us a final statement covering broadcast of Lucky Strike programs during the 1953-4 year.

So that we may close out our records for the past year, we request that you send us your invoice for 162 Lucky Strike programs at $ 1.00 each, for a total of $ 162.00. (If your records indicate a different amount due you, please advise).

Your prompt cooperation will be greatly appreciated, as we would like to complete payments due no later than October 4th.

Very truly yours,

EASTERN STATES RADIO CORPORATION

WCSR Pioneer Broadcasting System
Smith College
10½ Prospect Street
Northampton, Massachusetts
September 27, 1954

L. G. Balfour Company
Attleboro, Masschusetts

Dear Sir:

Two years ago we ordered sterling WCSR pins under factory number 138245-D. We now would like to order more of the same type of pin, but we would first like to know if the price for each pin is still $ 1.25. We have to quote a price to our members.

We would appreciate hearing from your company about this as soon as possible so that we can place an order with you.

Very truly yours,

Camilla Davis
Sta tion Manager, WCSR

CD:mg

**WCSR** *Smith College*

10½ Prospect Street, Northampton, Mass.

600 on your dial

October 5, 1954

L.G. Balfour Company
Attleboro, Massachusetts

Dear Miss Fitton:

In reply to your letter of September 30, 1954 we would like to order eighteen (18) WCSR microphone pins (die #S-8772) at $ 1.50 each.

Enclosed please find a check for $ 29.70 which includes the 10% Federal tax on each pin.

Thank you.

Very truly yours,

Camilla Davis
Station Manager, WCSR

CD:mg

COLLEGE RADIO CORPORATION
14 West 45th Street
New York 36, New York

September 27th, 1954

Managers
All Stations Carrying Lucky Strike Programs, 1954-5

Gentlemen:

Lucky Strike has requested that you allocate all or a substantial part of one of the regularly scheduled Luckies programs during the week of October 11th to the conduct of an on-the-air interview with the Lucky Strike student merchandising agent on your campus.

Enclosed, please find a copy of the letter sent to the student agent from Student Marketing Institute, the organization coordinating Luckies' campus merchandising representatives. See paragraph 2c for details about the interview - note that the student representative will be contacting you to establish the date and time (you may use any of the regularly scheduled Luckies programs during the week of the 11th for this purpose).

The interview program should be reported to us on your regular weekly certificate of broadcast form. Write in the name of the student representative you interviewed.

Paragraph 1 of the enclosed letter from SMI also suggests a meeting of the SMI faculty supervisor, the SMI student representative, and the radio station manager. Your attendance at such a meeting will enable you better to understand what Luckies is doing in the way of merchandising on your campus, so that you can help this effort out wherever possible through cooperation with the SMI student representative. For reference, we have listed the name of the SMI faculty supervisor on your campus is our second letter, attached. Through the faculty supervisor, you can learn the name of the student agent, should the latter fail to contact you promptly.

Sincerely yours,

COLLEGE RADIO CORPORATION

RV:j
Enc: SMI ltr
CRC ltr

COLLEGE RADIO CORPORATION
14 West 49th Street
New York 36, New York

September 27th, 1954

Managers
All Stations Carrying Lucky Strike Programs, WCBS-TV

Gentlemen:

Lucky Strike has requested that you allocate all or a substantial part of one of the regularly scheduled Luckies programs during the week of October 11th to the conduct of an on-the-air interview with the Lucky Strike student merchandising agent on your campus.

Enclosed, please find a copy of the letter sent to the student agent from Student Marketing Institute, the organization coordinating Luckies' campus merchandising representatives. See paragraph 2c for details about the interview - note that the student representative will be contacting you to establish the date and time (you may use any of the regularly scheduled Luckies programs during the week of the 11th for this purpose).

The interview program should be reported to us on your regular weekly certificate of broadcast form. Write in the name of the student representative you interviewed.

Paragraph 1 of the enclosed letter from SMI also suggests a meeting of the SMI faculty supervisor, the SMI student representative, and the radio station manager. Your attendance at such a meeting will enable you better to understand what Luckies is doing in the way of merchandising on your campus, so that you can help this effort out wherever possible through cooperation with the SMI student representative. For reference, we have listed the name of the SMI faculty supervisor on your campus in our second letter, attached. Through the faculty supervisor, you can learn the name of the student agent, should the latter fail to contact you promptly.

Sincerely yours,

COLLEGE RADIO CORPORATION

WVA:j
Encs SMI ltr
CRC ltr

C·R·C

COLLEGE RADIO CORPORATION

September 27, 1954

Dear Station Manager:

As you know, The American Tobacco Company is now on your station with Lucky Strike cigarettes. In addition, The American Tobacco Company has again retained the Student Marketing Institute to conduct its campus merchandising campaign for Lucky Strike. SMI works through campus representatives, supervised by faculty members. The SMI faculty supervisor on your campus is Miss Mary Mansel

As you also know, cigarettes are a highly competitive product. Consequently, we want to make use of every possible selling advantage available. While American Tobacco is represented by SMI on your campus, we know from experience that radio people, with some extra promotional effort, can be a great stimulus to merchandising.

While your station was selected because of its value as an advertising medium, the selling power of any good advertising medium can be intensified by "promotional extras".

Many stations have been working to activate Lucky Strike through the distribution of posters, scheduling promotional announcements, featuring "specials" such as "Mystery Tune", "Quickie Quiz" programs and the like. Wherein these operations are a definite plus for radio, additional activities were inaugurated last year to bridge the gap between advertising and "point-of-sales" purchase. One of these activities was your interview of the SMI campus representative on one of Luckies' regularly scheduled sponsored broadcasts.

You will surely recognize that such an undertaking will enhance the position of the SMI "rep" on the campus, who in turn can better coordinate his efforts to help promote Lucky Strike programs and your local station. We feel that this operation was very successful and want to urge its continuance this year. Attached you will find an instruction sheet put out by SMI which outlines the steps to be taken towards this end by the SMI representative.

We feel that by participating in this operation the Campus Radio Station and the SMI Lucky Strike representative will benefit mutually. There can only be one result -- A SALES INCREASE.

We are looking forward to another successful year for Lucky Strike on your station this season.

Sincerely yours,

COLLEGE RADIO CORPORATION

September 23, 1954

Mr. Robert R. Vance.
c/o Eastern States Radio Corporation,
14 West 45 th Street,
New York City,
New York

Dear Bob,

We'd just like to drop you a line explaining to you our Sunday night plans regarding commercial commitments to Lucky Strike.

Our whole problem and its solution is predicated upon the fact that we have so many of what we consider "good" feature shows for that night that the fifteen minutes of "Stardust Time" carried locally by WCSR for Lucky Strike falls by the wayside in lieu of what we feel is more colorful network programming.

The situation, as it has stood, was this. Sunday Edition, a round-up and synthesis of the week's news happenings, has been presented by PBS with merely tag credit to Lucky Strike. We fulfilled the contractual commitments by doing a fifteen minute sports show locally from Amherst, and fifteen minutes of "Stardust Time" from Smith. "Sunday Edition" ran on the network from ten to ten-thiryt, and "Stardust Time" ran local on WCSR from ten-thirty to ten forty-five. The "Amherst Sports Parade" ran for fifteen minutes from 11:00 to 11:15 P.M.

The new situation, brought about by what we hope is improved programming, is as follows. "Sunday Edition," now running from ten-thrity to eleven, will be presented, with numbered breaks and tags, exactly like our feature fifteen minute newscast. Since WCSR, by the rules of Smith College, must leave the air at 11 PM, these extra breaks, embodied in the context of the program, will serve as the consummation of their contractual obligations on Sunday nights. At Amherst, however, we will do these breaks during "Sunday Edition" gratis, since we will still do the eleven PM sportscast to fulfill our obligations. In other words, at Amherst, Lucky Strike will be getting a feature program for nothing so that we may help the networkin its obligations to you.

I hope you find that these new arrangements do not inconveniece you, as we believe that the revised program schedule will build for us a stronger and more loyal listening audience.

Give our best regards to Ed and Dave Crow.

Cordially yours,

CDC. COPY

WCSR, Smith College
Northampton, Mass.
September 27, 1954

Dear Bob,

Thank you for the literature concerning the "Career Hour" program; however, if we understand what this entails, it would not seem feasible to us to broadcast it over WCSR.

It would seem that we should initiate at least one half hour program every night Monday thru Friday even though only the Wed. program would be sponsored i.e. Ameri an Airlines ~~would have~~ pays for a one minute spot on Wed. Under these circumstances it is not worth our while to substitute the Career Hour for the any of the programs now scheduled between 8:45 and 10:30.

Please clarify ~~my ideas~~ the above as soon as possible, so that we can either reconsider or return the contracts to you.

Thank you very much,

Saby Davis
Station Manager

WCSR Pioneer Broadcasting System
10½ Prospect Street
Northampton, Massachusetts
September 28, 1954

Self Winding Clock Company
Willoughby Avenue
Brooklyn, New York

Dear Sir:

We would like to inquire about purchasing a clock style 37-15 with a sweep second flash for our broadcasting studio. Could you please inform us about the price of this clock, how soon we would receive it, and how it operates.

Thank you very much.

Very truly yours,

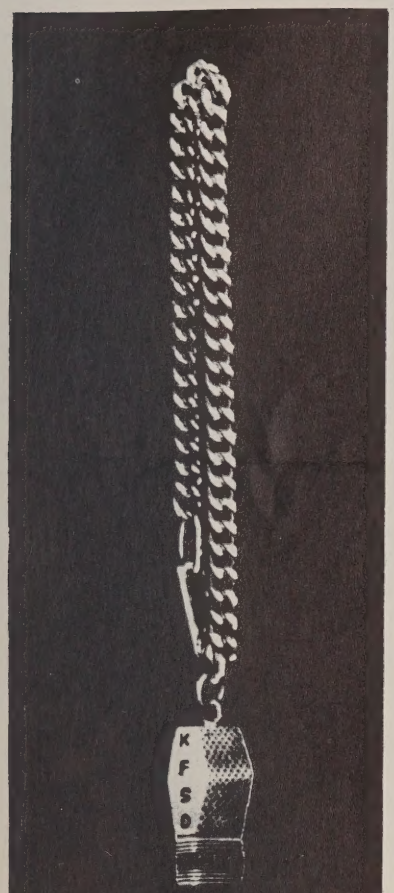
Camilla Davis
Station Manager, WCSR

CD:mg

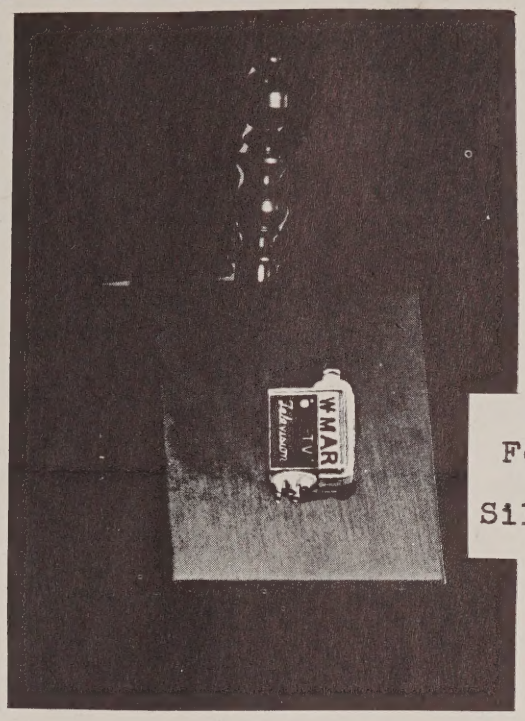
RAGLERASE BOND

# ★ SMART NOVELTY JEWELRY ★ ★

WITH MIKE or CAMERA EMBLEM




**203 KEY CHAIN**
Sterling Silver 3.00

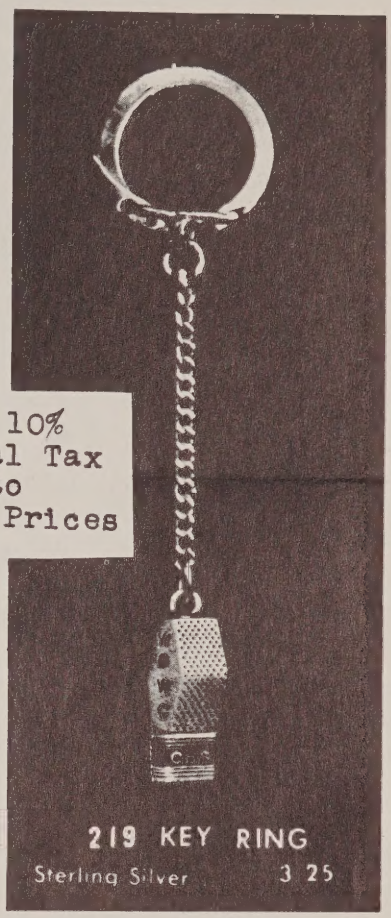



INDIVIDUAL SILENT BUTLER

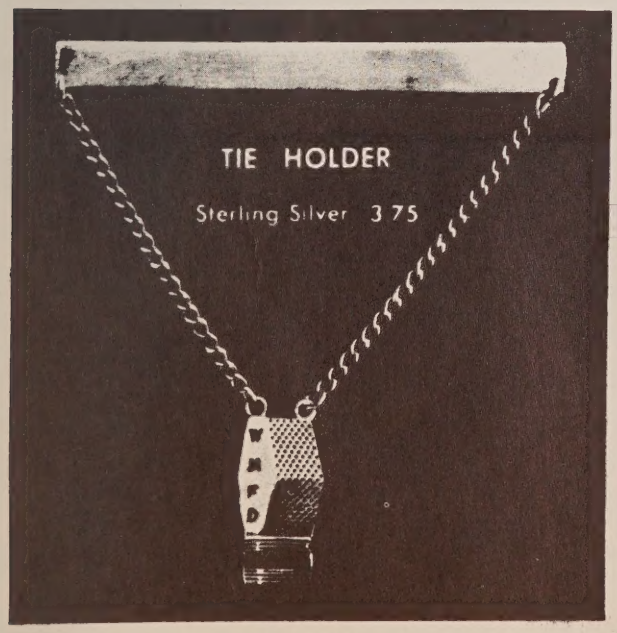
SQUARE
or
ROUND DESIGN

SATIN FINISH $2.75

Add 10%
Federal Tax
to
Silver Prices



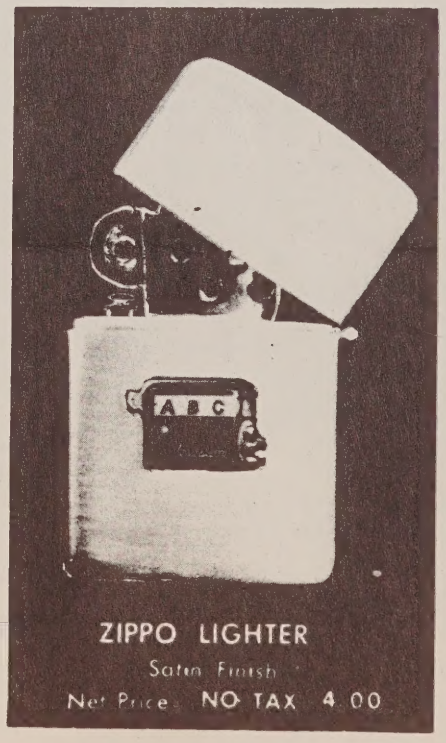
**219 KEY RING**
Sterling Silver 3.25




**TIE HOLDER**
Sterling Silver 3.75

**CUFF LINKS**
Sterling Silver 4.00

All orders must be accompanied by a 25% deposit, unless credit has been established.




**ZIPPO LIGHTER**
Satin Finish
Net Price NO TAX 4.00

## The F. BOUCHER Co.

822 VALLEY ROAD • UPPER MONTCLAIR, N. J.

# LAPEL PINS IN STERLING SILVER!

Lapel Pin

Charm

Bow Knot

An attractive, good-looking, microphone emblem. Screw-back or safety catch. Please specify your choice...

Shaped like microphone. Station letters, perforations, etc. stamped in. Raised letters for networks - CBS · MBS · ABC · NBC · LBS · or FM, IBS - on blue, red, green, or black colored field; - hard-fired enamel.....

| Lapel Pins | Sterling | Gold Plate | Gold Filled |
|---|---|---|---|
| 6..... | $1.75 ea. | $1.90 ea. | $2.25 ea. |
| 12..... | $1.65 " | $1.80 " | $2.15 " |
| 18..... | $1.60 " | $1.75 " | $2.10 " |
| 24-or more.. | $1.50 " | $1.65 " | $2.00 " |

►Charms are same price as lapel pins.◄

| | | | |
|---|---|---|---|
| Bow Knot.... | $2.55 ea. | $2.75 ea. | $3.95 ea. |

On lapel pins or charm if less than 6 add .10¢ ea.

Quality Jewelry = guarantee is unlimited!

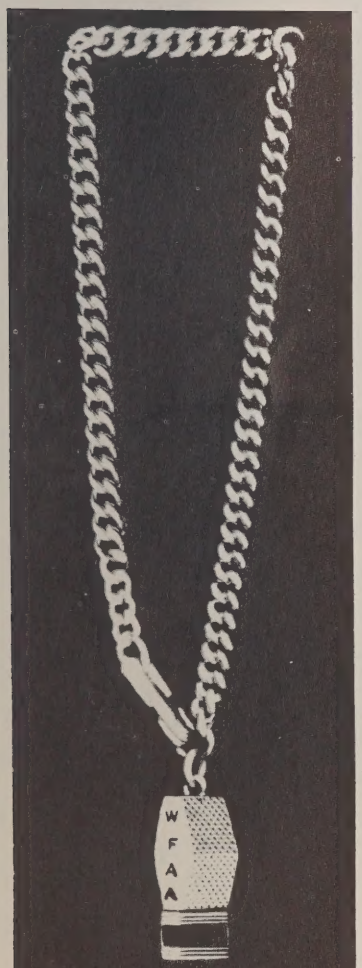
We pay shipping charges when check is sent with order. No C.O.D. please. 25% deposit where credit is not establised....

→ ADD 10% FEDERAL TAX TO ALL PRICES

THE F. BOUCHER CO. 822 VALLEY ROAD
UPPER MONTCLAIR N.J.

# ..Gifts-made to your order.

WITH MIKE or CAMERA EMBLEM

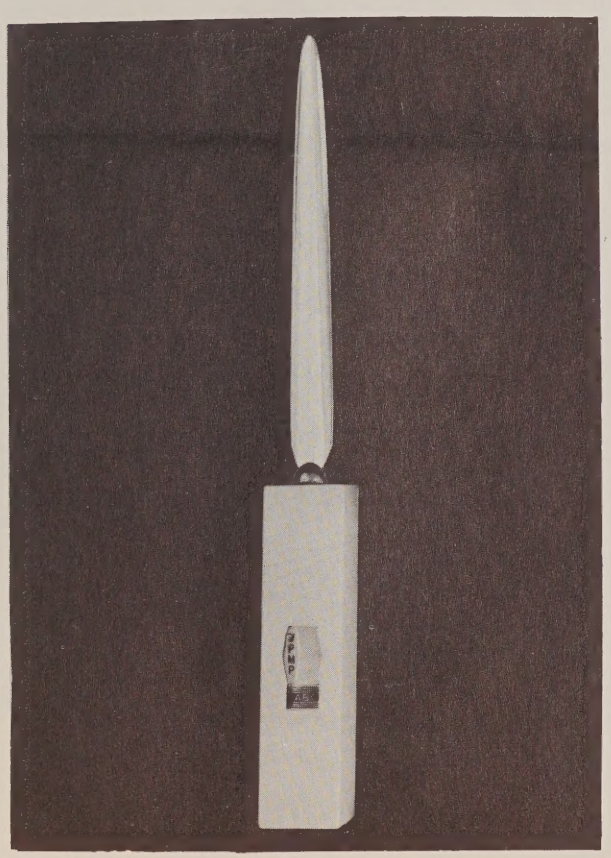



**BRACELET**
Sterling Silver . . 3.35

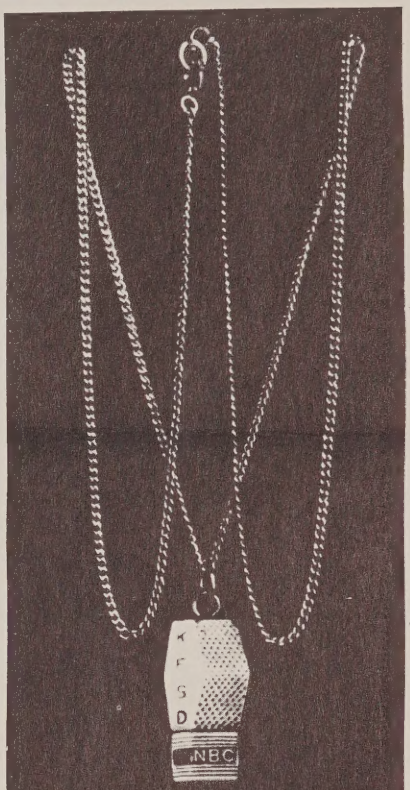
LETTER OPENER

With Station Emblem Attached

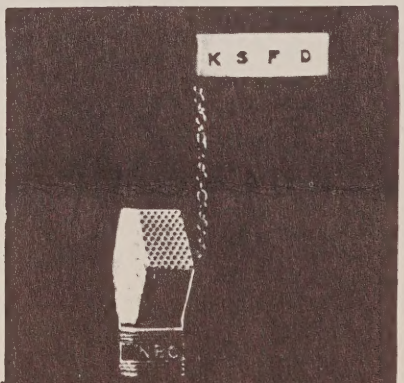
GENUINE ONYX HANDLE
GOLD FINISH BLADE



8 Inches Long $3.75




**CHARM with NECK CHAIN**
Sterling Silver . . 2.75




**BARPIN PENDANT**
Sterling Silver . . . 3.25

**EARRINGS**
Sterling Silver . 3.75

10% Federal Tax
on Silver Items

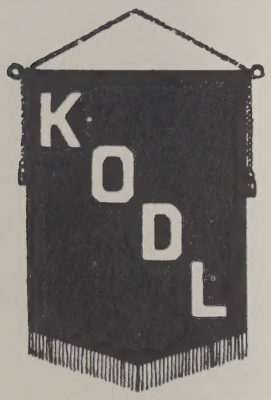
**BROOCH**
Sterling Silver 2.75

**BAR PIN**
Sterling Silver 2.75

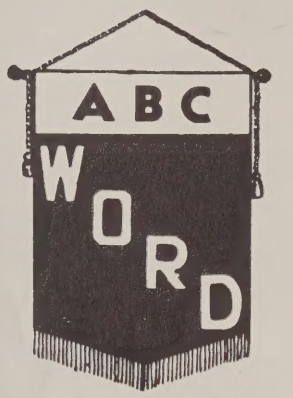
Where credit is not established,
**25% DEPOSIT**
ON ALL ORDERS

The **F. BOUCHER** Company 822 VALLEY ROAD UPPER MONTCLAIR NEW JERSEY

# BANNERS



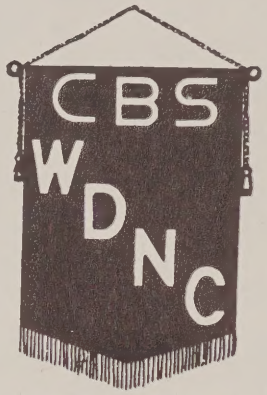

1080...STATION LETTERS
1..$4.85 ea. 3..$4.75 ea.




1081...DUPLEX STATION & NETWORK
1...$5.85 ea. 3...$5.75 ea.

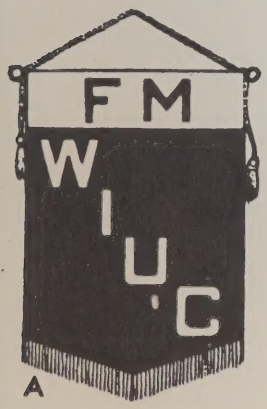
## WOOL FELT BANNERS:

- Made in the best possible manner. . . . . .
- Fine quality wool felt used.
- Lustrous gold color bullion fringe, cord, tassels. . . .
- White letters on jet black field. Other colors such as blue, white, orange, etc. etc.. available at no extra cost.
- Banners are 12" wide 18" long. . . Letters are 3" high. (Mutual - 2")

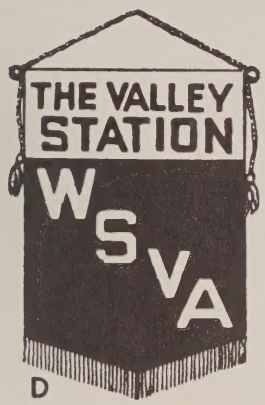



1082...NETWORK & STATION LETTERS
1..$5.15 ea. 3..$5.05 ea.

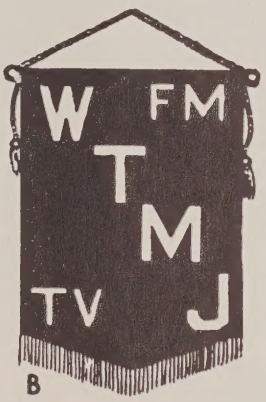
G




A




D

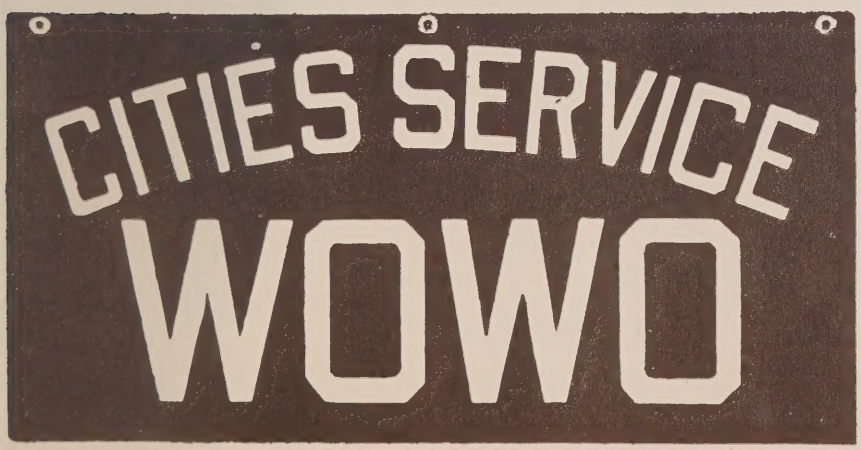



B

A, D, Use 1081 price list when ordering.
B, G, Use price list for 1082 when ordering.
Add 15¢ per letter for any letter over 8. . . .

1087
4"x14"
1 $3.00 ea.
3 $2.75 ea.
6 $2.50 ea.
ABC-CBS-MBS
NBC add .25¢
FM-TV add .20¢

1087 is a banner made in the same manner as our other banners.
For upright of microphone stands.




24×36" ..... $11.50
36×48" ..... $17.25
36×72" ..... $23.50

Add 20¢ per letter for any over 15

Colors: Gold, Orange, Red, Maroon, Gray. Blue-Royal & Navy. Green, Brown, Purple, White, Black, etc. In any combination.

Grommets provided for secure hanging.

THE F. BOUCHER CO. 822 VALLEY ROAD UPPER MONTCLAIR N.J.

# SELF WINDING CLOCK COMPANY

INCORPORATED

NEW YORK

## MANUAL SYNCHRONIZING CONTROL KIT

The synchronizing mechanism with which each Self-Winding clock is equipped consists of a pair of magnets and a clock hand-setting assembly, so arranged that when the magnets are energized the clock hand-setting assembly automatically sets the hands to the exact hour. The resetting range of the minute hand is limited to two minutes before the hour and two minutes after the hour, except in some special clocks where the synchronizing range varies, depending upon the purpose for which the clock is used.

The energizing of this synchronizing mechanism can be accomplished through the use of Western Union automatic synchronizing line or through the use of a manual synchronizing control kit where Western Union synchronizing is not available or not used.

The manual synchronizing control kit consists of a push button connected to eight feet of wire for attachment to connections in the synchronizing mechanism of the clock. A print and instructions for attachment of the kit to the clock are furnished with each synchronizing kit.

The manual synchronizer can be installed at a convenient location. If the clock is properly regulated, the push button, when manually operated once or twice a week upon receipt of a radio time signal, will keep the clock at precise time, thus avoiding the necessity of manually manipulating the clock hands.

*Quotation*

# SELF WINDING CLOCK COMPANY, INC.

Manufacturers of Clocks Since 1886

205-211 WILLOUGHBY AVENUE • BROOKLYN 5, NEW YORK • TELEPHONE: MAIN 2-6300

WALL CLOCKS
ORNAMENTAL CLOCKS
REVOLVING CLOCKS
CLOCK SYSTEMS
FREQUENCY INDICATOR CLOCKS
MARINE CLOCKS
ROBOT CONTROL SYSTEMS
TOWER CLOCKS
PROGRAM INSTRUMENTS

SUBJECT: Style 37SS Clocks
RE: Your inquiry 9/28/54 DATE: 9/30/54

WCSR Pioneer Broadcasting System
16½ Prospect Street
Northampton, Massachusetts
Att: Camilla Davis

Gentlemen:

We thank you for your inquiry with reference to clock equipment and recommend the following to meet your requirements:

| QUANTITY | DESCRIPTION | PRICE |
|---|---|---|
| EACH | Style 37SS clock, with 15" diameter dial and red sweep seconds hand, dry cell operated. | $73.50 NET |
| EACH | Manual Synchronizing Control Kit | $ 3.50 NET |

Enclosures: Brochure of Standard Clocks
Description of Style 37SS Clock
Description of Manual Synchronizing Control Kit

*All clock prices quoted are subject to Federal Excise Tax of ~~20%~~ 10%, unless exemption certificate available to States, Cities, Towns, and Political Subdivisions is filed with the last seller. The Federal Excise Tax where applicable must be paid by the ultimate user or consumer, and remitted by the last seller, whether Manufacturer, Jobber or Dealer.*

Prices are F.O.B. our plant, Brooklyn, N. Y., and will remain firm, provided we receive your order within 30 days from the date of this quotation. Terms of payment are net cash 30 days, subject to acceptance of your order and approval by our Credit Dept.

Shipment of this equipment can be made 2 weeks from receipt of order. Date of shipment is approximate only and is subject to delay due to strikes, abnormal manufacturing conditions, shortages of material and other causes beyond our control.

We will be pleased to send any further information, details or illustrated material upon request.

We hope to be favored with your order or to be informed of your further requirements.

Yours very truly,
SELF WINDING CLOCK COMPANY, INC.
Harvey S. Wellman
Asst. Sales Mgr.

PB

"THE ONLY CLOCKS USED IN WESTERN UNION TELEGRAPH CO'S. TIME SERVICE"

F-42

SELF WINDING CLOCK COMPANY, INC.

205-211 Willoughby Avenue
Brooklyn 5, New York

MAin 2-6300

# STYLE 37-SS SWEEP SECONDS CLOCK

This clock was primarily designed for use in radio and TV studios (independent or network affiliates), transportation terminals, and dispatchers'offices, and wherever close and accurate timing is a necessity.

The dial of the clock is a full 15" in diameter, and can be read at a distance of 120 ft. from the clock. The red seconds hand sweeps a 10" diameter circle marked off in red numerals at five second intervals. The clock operates on a self contained power source consisting of two standard No. 6 dry cells enclosed in the clock case. No outside source of power is required for operation. The dry cells will last an average of twelve to eighteen months depending upon climatic conditions. They are easily replaced at very low cost when required.

The clock is housed in a steel case finished dark bronze hard baked enamel. Synchronizing connections are provided whereby the clock can be synchronized hourly by automatic Western Union circuit (exclusive with Self Winding Clocks), or by use of a Manual Synchronizing Control Kit. This clock may be installed as an individual time piece, or as a unit in a system of Self Winding Clocks where all clocks are synchronized once each hour at the same instant. Because of its self contained power source, this clock can be installed at the most convenient location regardless of power line consideration. It is needless to worry about clock failure caused by interruption of A.C. power since the dry batteries guarantee continuous operation.

This clock was designed to give the most accurate reading of time possible. The red seconds hand instead of making a continuous sweep of the dial, pauses every half second so that time to the second can be read most accurately.

You can gain the following advantages by having a Self Winding Clock:

..... CAN BE AUTOMATICALLY SYNCHRONIZED ON THE HOUR.

..... UNAFFECTED BY AC POWER FAILURES (SELF-POWERED).

..... INSTALL ANYWHERE (AC POWER LINE NOT REQUIRED).

..... ONE CLOCK OR A COMPLETE SYNCHRONIZED CLOCK SYSTEM.

* * * * * * * * * *

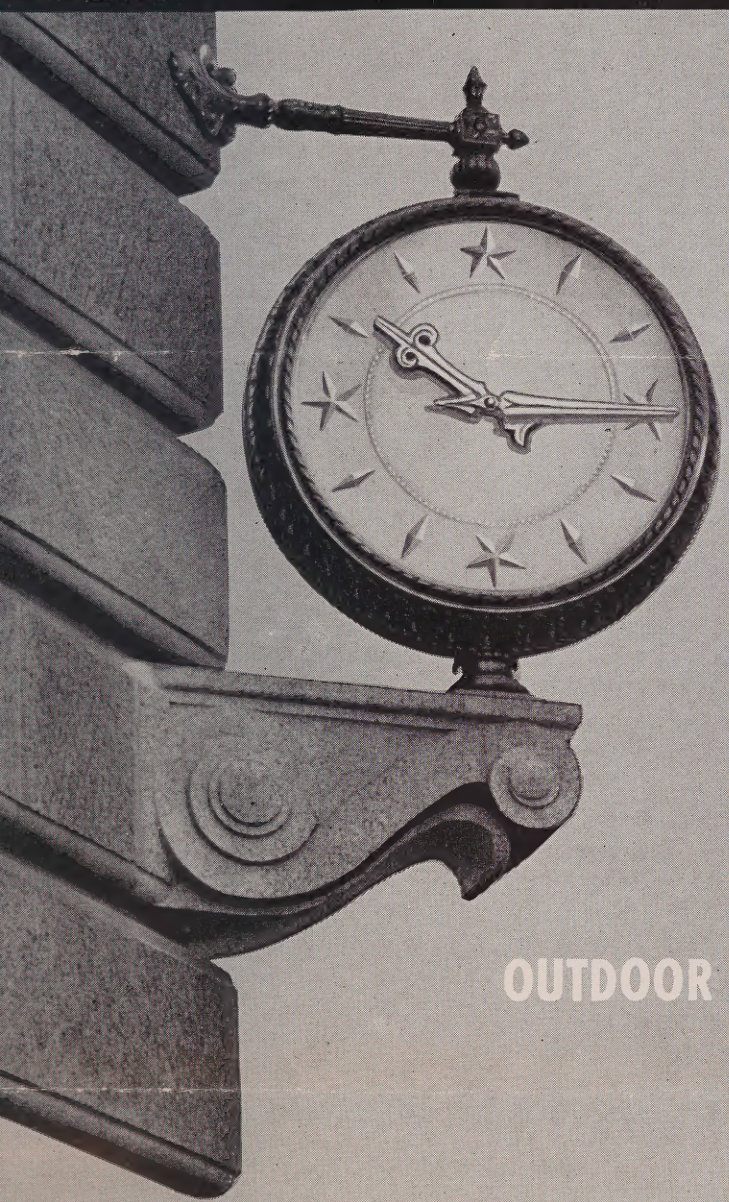
The Only Clock Used In The

WESTERN UNION NAVAL OBSERVATORY TIME SERVICE

# SELF WINDING CLOCKS

TRADE MARK

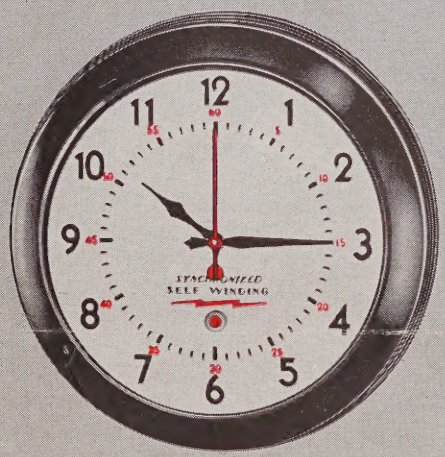
**ALWAYS SHOW CORRECT TIME**



**...unique hourly correction**

**...self contained power**

OUTDOOR




INDOOR

A.I.A.—FILE No. 31-i-23

*THE ONLY CLOCKS USED IN THE*

## WESTERN UNION NAVAL OBSERVATORY TIME SERVICE

SELF WINDING CLOCK COMPANY, INC., 205 Willoughby Avenue, Brooklyn 5, N. Y.

SELF WINDING CLOCKS

# Questions AND Answers

READING TIME . . . 3 MINUTES

## STANDARD STYLES

STYLE 25

12" dial . . . . . 15⅛" square, 4 11/16" deep
15" dial . . . . . 19⅝" square, 4 11/16" deep

(15" dial available with seconds hand, also with translucent illuminated dial.)

STYLE 37

12" dial . . . . . 15⅛" diameter, 4 11/16" deep
15" dial . . . . . 19¾" diameter, 4 11/16" deep

(15" dial size available with outdoor weather-proof case.
Or, see cover, with red sweep seconds hand and red five-seconds marks.)

### What is a Self Winding Clock?

It is a clock that runs on a self contained power source and, therefore, requires no connection to any outside current supply. All "Western Union Naval Observatory Time" clocks are manufactured by the Self Winding Clock Co., as are all those labeled "Synchronized, Self Winding."

### What will a Self Winding Clock do for me?

It will always show absolutely correct time independent of power failures, voltage drops or frequency changes. It will work even if there is no source of power in the vicinity.

### Why does a Self Winding Clock never stop?

Two #6 dry cells inside the clock case, supply the power for a motor which winds the mainspring once per hour. A pendulum or jeweled lever escapement provide accurate time regulation. Batteries are replaced every year and a half or two years. If desired, outside A.C. or D.C. power can be provided for, in place of the batteries, and the mainspring winding reserve will carry over current interruptionss.

### Why does a Self Winding Clock show the correct time?

An electric signal, at regular intervals, usually hourly, resets the minute hand to exactly the correct position, if it should happen to have gained or lost time ever so slightly, and also the seconds hand when used. This impulse is called a "synchronizing signal" and the process, "synchronization."

### Where does the Hourly Synchronizing Signal come from?

A Naval Observatory Time Signal over Western Union Wires, or a signal from an accurate Master Clock. Where no automatic signal is available, a "manual synchronizing button" is supplied, which can be coordinated with a radio time signal.

### What does the red light on the clock signify?

It is visual evidence of otherwise hardly noticeable movement of hands when clock is synchronized.

### Can more than one clock be used on the same synchronizing wire?

As many clocks as desired, connected in series or parallel can be synchronized by the same signal.

### What are the different types of clock systems?

1. *Primary Systems*—Each clock is its own master and receives its signal directly, such as from Western Union. Each clock is called a "Primary" clock because it has self contained power.

STYLE 42

12" dial . . . 16" high, 16" wide, 4 11/16" deep
(Also available with Style 25 dial—see above)

STYLE 43

12" dial . 16½" high, 15½" wide, 4 11/16" deep
(Also available with Style 25 dial—see above)

### Typical Locations

| | |
|---|---|
| Airlines | Laboratories |
| Auditoriums | Offices |
| Banks | Police Depts. |
| Bowling Alleys | Public Utilities |
| Bus Companies | Radio Stations |
| Churches | Railroads |
| Clubs | Schools |
| Factories | Ships |
| Fire Depts. | Signs |
| Gov't Bldgs. | Stores |
| Halls | Terminals |
| Hotels | Theatres |
| Institutions | Trains |
| Insurance Co's. | Travel Agencies |
| Jewelers | Transit Lines |

SELF WINDING CLOCK COMPANY, INC.,

2. *Subsidiary Systems*—A group of interconnected primary clocks is controlled by a synchronizing signal from a master clock, which itself can be synchronized. Program clocks connected in such a system need no additional wiring.

3. *Secondary Systems*—Secondary clocks are advanced by a master in half minute steps over low voltage wires. Hourly correction of all the secondaries insures uniform time indication. The Self Winding "Silent Secondary" is so called because the driving force is applied magnetically through space to eliminate the noise inherent in a physical contact drive. Primary clocks, time stamps and program clocks can be added with no additional wiring.

### How are clock systems wired?

Wiring diagrams are supplied whenever consideration is given to connecting two or more clocks.

### What is a Control Clock?

A clock that regulates a system, or that regulates functions other than the turning of its own second, minute and hour hands.

### What are the different types of Control Clocks?

1. *Master or Regulator Clock.* An accurate timekeeper furnished with contacts to close one or more circuits at predetermined intervals, for the sending out of synchronizing signals, secondary impulses, etc. Each circuit can furnish regular impulses, from every second to every twelve hours.

2. *Robot Control Clock.* A master clock that among other features provides automatic and quick resetting of an entire secondary clock system for any period of time. For instance, when a ship crosses into a new time zone, the operator merely resets the master hands by one hour and the other clocks immediately follow suit.

3. *Program Clock.* These are arranged for five minute or one minute intervals. A disc within the clock can be set with clips, using a pair of pliers only, so that signals such as bells, chimes, buzzers, horns, whistles, etc., can be made to operate automatically at set times during the day, to mark the beginning and ending of important periods. Automatic control is provided for the ringing or silencing on nights, Saturdays, Sundays, or any desired 12 hour period. Up to four circuits can be equipped to allow one clock to control different signal schedules at separated locations. A 15 inch dial makes the Program Instrument useful as a clock itself.

4. *Time Recorder Clock.* Transmits minute impulses to control time stamps, time recorders and similar devices.

### What are the exterior features of Self Winding Clocks?

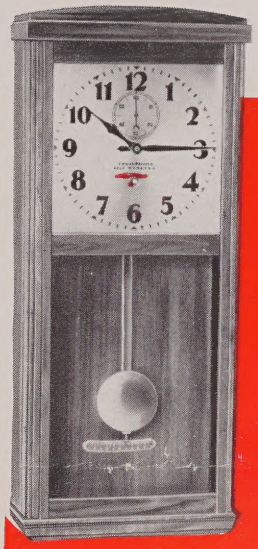
1. *Dials.* From 12 inches in diameter, up, designed to blend with the case finish. Ivory toned backgrounds and brown figures are featured, also aluminum.

2. *Hands.* Usually black on the smaller sizes. Sweep Seconds hand used for Radio Stations, laboratories and similar locations.

3. *Cases.* Usually round or square and finished in a neutral, rich, golden bronze color, or if wood, with a natural grain finish.

4. *Glass.* Convex protection glass is provided on all metal cases.

SELF WINDING CLOCKS



## CONTROL CLOCKS

Regulator (Master) Clock
Aluminum dial with seconds hand, Oak or Mahogany finish case.

*Style 81* (illustrated) has 80 beat movement, 12" dial, 37½ x 15⅝ x 6½" case.

*Style 61* has 60 beat movement, 15" dial, 58 x 19¾ x 7½" case.

*Style 25* case, hands and dial, see page 2. 120 beat movement.

Program Instrument
Showing metal disc, with adjustable clips. Includes signal relay, push button and cut out switch for each circuit. Dial, 15", with seconds hand. Case, 19⅝" sq., 4 1/16" deep.

*Style P-164* (illustrated here) is adjustable for 5 minute intervals.

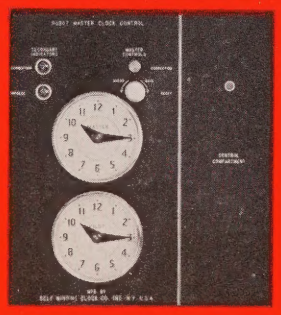
*Style P-180* for 1 minute intervals.

Time Recorder Control
Accurately transmits minute impulses to control any make of time stamp, time recorder, clock or other device.

*Style 25* Control Clock, 12" ivory dial, case 15⅛" sq., 4 15/16" deep.

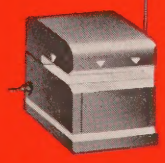
### Typical Users

American Air Lines
American Express Co.
Associated Press
Bamberger's
Canadian Pacific Railway
Chesapeake & Ohio Trains
Grand Central Terminal
Hotel Commodore
N. Y. Stock Exchange
Pennsylvania Terminal
Schraft's
United Fruit Lines
West Point Academy
Western Union Offices
WOR, WCBS, WJZ . . .



ROBOT CONTROL CLOCK

(Shown in Panel Mounting)
For automatic operating, correcting and resetting, of secondary system. Showing master dial, pilot dial that indicates position of all the secondaries, manual synchronization button, resetting knob and indicating lights. Special dials 3½" dia.



205 Willoughby Avenue, Brooklyn 5, N. Y.

SELF WINDING CLOCKS

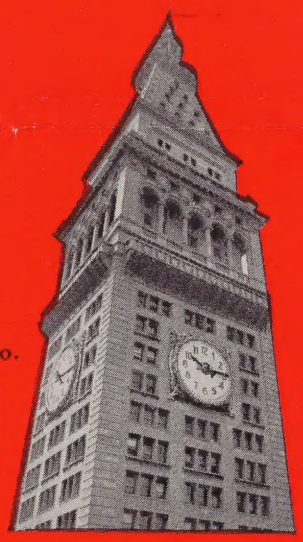
**What are considered Special Clocks?**

- Advertising Clocks
- Bracket Mounted Clocks
- Flush Mounted Clocks
- Illuminated Clocks
- Marble Dial Clocks
- Marine Movement Clocks
- Marker Dial Clocks
- Multiple Face Clocks
- Ornamental Clocks
- Recessed Clocks
- Revolving Clocks
- Skeleton Clocks
- Tower Clocks
- 24-Hour-Dial Clocks

## SPECIAL CLOCKS

Franklin Savings Bank Clock
*see illustration, page 1*

An illuminated outdoor clock which *revolves* twice each minute. Opposite side has advertising in the form of an engraved head of Benjamin Franklin encircled by the name of the bank. Dial is 40" in dia. This type of clock makes a building a landmark, "locates" a business, and at the same time performs a service to the community.



Metropolitan Life Insurance Co.

4 face tower clock with complete secondary system and master clock control. Note, each dial is three stories high.

National Cash Register Co.

Indoor marker clock conforming with interior decoration. Spun aluminum dial with rim to match. Raised satin black markers and hands. Front or rear access.

Spear and Company

Marker clock attached to outdoor sign. Hands are of steel finished with blue porcelain enamel to match the markers. Access is from the rear. Dial is 36" in diameter.

# *got a Clock Problem?*

## SELF WINDING CLOCK COMPANY CO-OPERATES WITH ENGINEERS, ARCHITECTS, USERS:

1. ***STANDARD STYLES.*** Merely ask for price, delivery and any additional information desired on any specific clocks illustrated in this folder.

2. ***WHERE THERE IS A QUESTION*** as to what type clock is needed, ask for a recommendation on clocks that will accomplish the desired result.

3. ***SPECIAL CLOCKS.*** Mention the type clock and location that you are considering and Self Winding Clock Co. will ask for any necessary additional details. Designs that conform with the intended use, interior decoration and architecture, will then be submitted for your approval.

# SELF WINDING CLOCK COMPANY, INC.

**205 WILLOUGHBY AVENUE BROOKLYN 5, N.Y.**

PRINTED IN U.S.A.

# --IMPORTANT--

## INSTRUCTIONS ON HOW TO SET YOUR WESTERN UNION CLOCK

**TO CHANGE FROM DAYLIGHT SAVING TIME TO STANDARD TIME** move the **minute** hand forward around the dial, eleven complete turns. This change may be made before or after the effective hour.

**TO CHANGE FROM STANDARD TIME TO DAYLIGHT SAVING TIME** move the **minute** hand forward around the dial one complete turn. This change may be made before or after the effective hour.

**IT IS NOT NECESSARY TO STOP THE PENDULUM.** Your clock is self winding and will be synchronized with **Naval Observatory Time** on the next hour and every hour thereafter.

**TO OPEN THE CASE,** loosen the thumb-screw at the bottom of the case or use the key provided for this purpose, lifting the case shell outward and off the suspension hook. **When replacing the case shell** on metal clocks types 25 and 27, please be sure that it is properly engaged at both top and bottom.

**THESE INSTRUCTIONS SHOULD BE RETAINED FOR FUTURE REFERENCE**

THE WESTERN UNION TELEGRAPH COMPANY

*Quotation*

# SELF WINDING CLOCK COMPANY, INC.

Manufacturers of Clocks Since 1886

205-211 WILLOUGHBY AVENUE • BROOKLYN 5, NEW YORK • TELEPHONE: MAIN 2-6300

WALL CLOCKS
ORNAMENTAL CLOCKS
REVOLVING CLOCKS
CLOCK SYSTEMS
FREQUENCY INDICATOR CLOCKS
MARINE CLOCKS
ROBOT CONTROL SYSTEMS
TOWER CLOCKS
PROGRAM INSTRUMENTS

SUBJECT: Style 37SS Clocks
RE: Your inquiry 9/28/54 DATE: 9/30/54

WCSR Pioneer Broadcasting System
16½ Prospect Street
Northampton, Massachusetts
Att: Camilla Davis

Gentlemen:

We thank you for your inquiry with reference to clock equipment and recommend the following to meet your requirements:

| QUANTITY | DESCRIPTION | PRICE |
|---|---|---|
| EACH | Style 37SS clock, with 15" diameter dial and red sweep seconds hand, dry cell operated. | $73.50 NET |
| EACH | Manual Synchronizing Control Kit | $ 3.50 NET |

REMINDER

Enclosures: Brochure of Standard Clocks
Description of Style 37SS Clock
Description of Manual Synchronizing Control Kit

*All clock prices quoted are subject to Federal Excise Tax of ~~20%~~ 10%, unless exemption certificate available to States, Cities, Towns, and Political Subdivisions is filed with the last seller. The Federal Excise Tax where applicable must be paid by the ultimate user or consumer, and remitted by the last seller, whether Manufacturer, Jobber or Dealer.*

Prices are F.O.B. our plant, Brooklyn, N. Y., and will remain firm, provided we receive your order within 30 days from the date of this quotation. Terms of payment are net cash 30 days, subject to acceptance of your order and approval by our Credit Dept.

Shipment of this equipment can be made 2 weeks from receipt of order. Date of shipment is approximate only and is subject to delay due to strikes, abnormal manufacturing conditions, shortages of material and other causes beyond our control.

We will be pleased to send any further information, details or illustrated material upon request.

We hope to be favored with your order or to be informed of your further requirements.

Yours very truly,
SELF WINDING CLOCK COMPANY, INC.
Harvey S. Wellman
Asst. Sales Mgr.

"THE ONLY CLOCKS USED IN WESTERN UNION TELEGRAPH CO'S. TIME SERVICE"

F-42

C·R·C

**COLLEGE RADIO CORPORATION**

~~545 FIFTH AVENUE • NEW YORK 17, N. Y. • Telephone: Murray Hill 7-6365~~
14 WEST 45th STREET • NEW YORK 36, N. Y. Telephone OXFORD 7-0890

GMS 10/11/54 returned because of vacationed office

September 30th, 1954

Miss Camilla Davis
Manager, Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Miss Davis:

Thank you for your letter of the 27th.

We can well appreciate your feelings with respect to the scheduling of the "Career Hour" programs in view of the fact that so far your station has only one participating advertiser signed.

We suggest two alternatives for your consideration: first, make the "Career Hour" a fifteen-minute program daily, five days a week. This will at least keep the program going daily and allow us to attempt to sign additional advertisers for you.

If this too is impossible, then schedule the "Career Hour" just one night a week ( but the same night week after week.) Advise us of your new schedule, and we will see if we can get approval for it from American Airlines.

Cordially,

COLLEGE RADIO CORPORATION

Robert R. Vance, Jr.
Robert R. Vance, Jr.

RV:j

WRTC
RADIO TRINITY
TRINITY COLLEGE
HARTFORD 6, CONNECTICUT

TELEPHONE 6-5507

COOK B

# THE MONTHLY NEWSLETTER

VOL. I

Number 2

Last month we released to you our first "Monthly Newsletter" introducing our station and informing you of the background and purpose of our college radio station. The purpose of this, our second Newsletter, is to describe the types of programs emanating from 550 kilocycles.

The major broadcasting hours of Radio Trinity are from 7:00 p.m. to 12:00 p.m. five nights weekly. Stressing the "music and news" motto the typical broadcasting evening begins with the standard 550 Club, four quarter hour stages of popular disc-jockey music. Eight o'clock brings a fifteen minute News Parade with news from the New York Times, sports news, and campus news. The next fifteen minutes is devoted to a variety of programs: record shows featuring special artists, "Hollywood Headlines" and the "Sports Review." The next half hour is taken up by assorted recorded music programs. An example of this is "Gems of American Jazz," produced by a gentleman known as "Lucky" Ransome and has the distinction of being the program in longest continuous performance with the station - for three years. At nine o'clock another standard program, "Symphony Hall," which is very popular on the campus, presents an hour of recorded classical music. "Newsweek Views the News," sponsored by Newsweek Magazine is presented every Thursday evening from 10:00 to 10:15. The remainder of the evening is completed by popular music for an hour on "The Record Room," five minutes of the New York Times News at 11:00 and finally from 11:05 to twelve midnight, "Music for Dreaming," an hour of light relaxing music. Saturday brings the "Saturday Night Dancing Party" a telephone request program running from 9:00 p.m. to 1:00 a.m.

Also recently, WRTC began broadcasting activities with morning programs from 7:30 a.m. to 10:00 a.m. "Yawn Patrol" starts the day off, followed by five minutes of news, variety, transcriptions and the "Bob Bacon Program."

**WCSR** *Smith College*

10½ Prospect Street, Northampton, Mass.

600 on your dial

October 2, 1954

WYBC
242-A
Yale Station
New Haven, Connecticut

Dear Sta tion Manager:

WCSR is back on the air after a summer of planning for bigger and better programs. We are, however, always open to suggestions and new ideas for improving our station. W e know that WYBC has an excellent setup and we are very anxious for you to come up to Smith and take over our broadcasting and give us a chance to see how you operate your station.

We would be very happy to have you come on any Friday or Sunday before Thanksgiving if possible. You can broadcast from seven until twelve either evening.

Looking forward to hearing from you concerning when you would like to come.

Very truly yours,

Saby Davis
Station Manager, WCSR

CD:mg

**WCSR** *Smith College*

10½ Prospect Street, Northampton, Mass.

600 on your dial

October 2, 1954

Station Manager
Williams Radio Sta tion
Williamstown, Massachusetts

Dear Station Manager:

WCSR is back on the air after a summer of planning for bigger and better programs. We are, however, always open to suggestions and new ideas for improving our station. We know that the Williams radionstation has excellent setup and we are very anxious for you to come up to Smith and take over our broadcasting and give us a chance to see how you operate your station.

We would be very happy to have you come on any Friday or Sunday before Thanksgiving if possible. You can broadcast from seven until twelve either evening.

Looking forward to hearing from you concerning when you would like to come.

Very truly yours,

Saby Davis
Station Manager, WCSR

CD:mg

**WCSR** *Smith College*

10½ Prospect Street, Northampton, Mass.

600 on your dial

October 2, 1954

WRTC
Trinity College
Hartford 6, Connecticut

Dear Station Manager:

WCSR is back on the air after a summer of planning for bigger and better programs. We a re, however, always open to suggestions and new ideas for improving our station. We know that WRTC has an excellent setup and we are very anxious for you to come up to Smith and take over our broadcasting and give us a chance to see how you operate your station.

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Looking forward to hearing from you concerning when you would like to come.

Very truly yours,

Saby Davis
Station Manger, WCSR

CD:mg

Miss M.M. Ennatoff -
Radio [illegible]

MRS. GEORGE B. FORD
29 TYLER COURT
NORTHAMPTON, MASSACHUSETTS

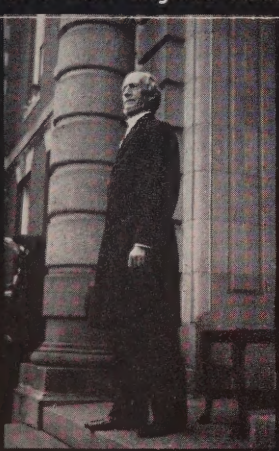
Dear, you can see how
I used you to the
best. Ward is this
little Alumni Fund
piece. Connected in
'53 - Howard -

# THE REEL SMITH COLLEGE

# A Documentary 1875-1953

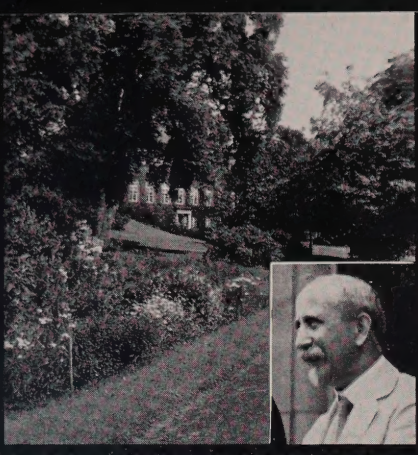
Presented by
THE ALUMNAE FUND
SMITH COLLEGE
Northampton, Massachusetts

Sophia Smith, John M. Greene in the play "Heritage" 1950. "Smith College began in the conscience of a New England woman—and in the mind of a New England minister."



President Seelye 1873-1910: Farewell review of Alumnae at Seelye Hall. "Blessed is the man who has found his work. Let him seek no other blessedness." . . . . .

President Burton 1910-17: "We have known the force of his transforming powers of organization and development." He secured $1,000,000 for better faculty salaries . . . .



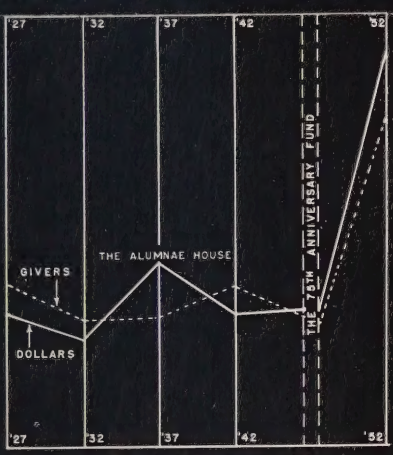
President Neilson 1917-39: Neilson Library—381,390 books . . . "Profound thinker whose keen wit is the polished tool of his idealism, brilliant scholar, educator, executive."

President Davis 1940-49: At his "Last Chapel" he said, "And now a glittering chromium food bar and dance hall bears my name." . . . . . .

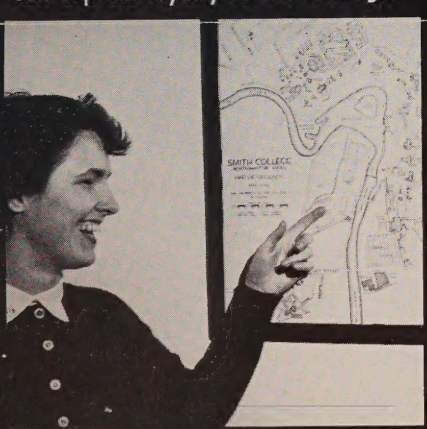
President Wright 1949-: In accepting the 75th Birthday Check for $7,000,042 from Mrs. Morrow he said, "There is an old proverb which exactly fits the occasion — Smith Alumnae never fail." . . . .

Mary Whiton, 79 Meg Greenfield, 52
1879, 11 graduates . . . 1952, 446
28,054 living Alumnae: 2,883 Granddaughters. "Her children arise up and call her blessed." . . . .

Alumnae Association, 1881— . . .
16,695 Members: 59% of Alumnae
Pres.: Laura Cabot Hodgkinson, 22
Gen. Sec.: Katharine Thompson
Cowen, 20 . . . . . .




Alumnae Fund, 25 years old: . . .
$61,910 from 5,128 givers in 28
$182,363 from 10,823 in 52 "The
channel through which every Alumna
can express loyalty to the College."



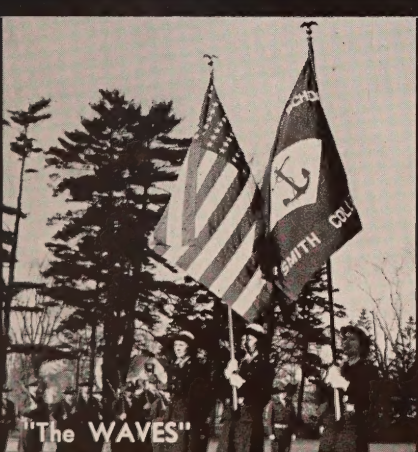

The Campus grows from 13 to 214
Acres and from 3 to 164 Buildings.
A great advance in both academic
and physical development came
with the $4,000,000 raised in '20 and
through the 75th Anniversary Gift.

A Few We Knew: "The College is a
community of people, middleaged
and young, interested in discovering
the inseparable relationship between
learning and life."-Mary Ellen Chase

World War I: Smith College Relief Unit. Grécourt 1917-22. Distributing food, clothing and blankets in one of its 15 villages in the Somme.

50th Anniversary 1925: Elizabeth Cutter Morrow cuts the Birthday cake. President Neilson accepts the gift of Gardiner, Martha Wilson and Morrow Houses.

Bicycle and Bike
Amy Barbour Elaine Wallbank
1891 1955




"The WAVES"

World War II: Smith provided class rooms, dormitories, drill fields for some 10,000 in the first Officers Training School Women's Naval Reserve, 42-45. HQ. Alumnae House.

Banjo Club 1890. Smith and Williams Glee Clubs, Town Hall, 51. . . . Smith-Harvard gave a concert at Carnegie Hall, 51. Student singers toured Europe, 51 and 52. . .

Alumnae Quarterly, 1909-: Editors-in-Chief: Grace Fuller, 03, Edith Hill, 03, Frances Reed Robinson, 28, Madeline Ball Wright, 10. Five First Place AAC Awards. . . .

75th Anniversary: "A national and international College, no country is foreign to Smith. The Pageant of Flags is the outward and visible sign of the reach of her horizons." .

---

SCHOLARSHIPS:

"I constantly insist on the value to the College . . . of the type of girl to whom we give scholarships. They know what a college education means in sacrifice. They are intellectually and in point of character, to a very large extent the backbone of the College."-W. A. Neilson

1951-52 SCHOLARSHIP AID

| | |
|---|---|
| From Endowment | $ 98,312 |
| From General Income | 77,737 |
| From Current Gifts | 52,941 |
| (Of this, $37,271 is from Smith Clubs) | |
| GRAND TOTAL | $228,990 |

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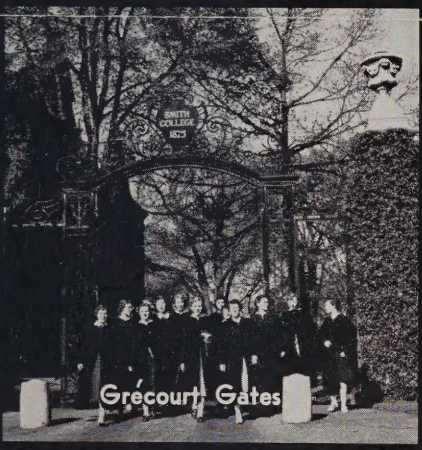
One Saturday Morning:
"In the future, as in the past, there will be no lack of obstacles but provided the conviction is present, they can be overcome."-B. F. Wright




Grécourt Gates

"A wide gateway through which graduates of this College will go out year by year as ready as was the Unit to dedicate all they have to the common lot."-A. Comstock

So Smith tells her story in words, music and pictures, but most of all through her teachers, students and alumnae — their pride in her past, their faith in her future. . . .

THE ALUMNAE HOUSE
NORTHAMPTON, MASSACHUSETTS

MRS. GEORGE B. FORD
29 TYLER COURT
NORTHAMPTON, MASSACHUSETTS

16-XII-54.

Dear Directors W.C.S.R.-

I telephoned the station this morning to ask whether the Northampton Book, instead, could be aired on Sons program. I said that it was so largely of, for, and by Smith, so good-looking, and so perfect as a gift to fathers, mothers,

Alumna

Alumnae aunt as
friend, that our Publi-
cation Committee believed
it would be of interest
to your historical public.
I further explained
that it was an entirely
non-profit enterprise.
(see circular attached.)
As you are interested in sug-
gestion, I am leaving
this material at your
office, hoping that you
may

find it possible to fit it in somewhere.

sometime.

If you can, the undergraduates will certainly have done their share. Sophian has a nice review in today's issue.

Sincerely yours

Barrett C. Bliss Fund.

1899

member, Tercentenary Heritage and Publications Committee

Enclosures —

Table of Contents.

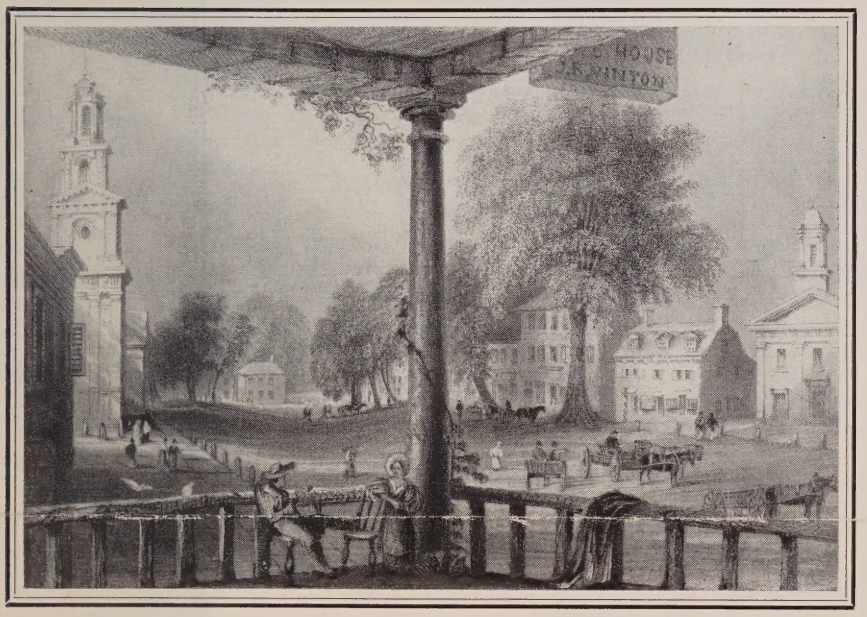
Leaflet

Book sachet.

(Sorry I can't give you this book!)

# THE NORTHAMPTON BOOK

## Chapters from 300 years in the Life of A NEW ENGLAND TOWN




PUBLISHED BY
THE TERCENTENARY COMMITTEE
OF
NORTHAMPTON, MASSACHUSETTS
1954

City of Northampton

# THE NORTHAMPTON BOOK

*On its 300th birthday, an unusual town deserves an unusual book. To prepare it, half a hundred of her sons and daughters have joined together, some of them amateurs of local history, others of national distinction in the field of letters . . .*

## *Athens and Paradise*

The result is a permanent souvenir of the town's Tercentenary, a handsome book of some 400 pages, generously illustrated, which captures the quality of a town variously hailed as the Meadow City, as the Athens of the Connecticut Valley, and by Jenny Lind, the Swedish Nightingale, as the Paradise of America.

## *More than New England*

Yet this book is not merely a local history. The growth of the American tradition is revealed through the story of Northampton and its people. Whether you know New England well or are a stranger to this historic, picturesque, and flavorsome part of our country, you will discover many chapters to your taste between the covers of this Birthday Book.

## *Some Famous Men*

Along Northampton's elm-shaded streets, the reader will find himself encountering such major figures as Jonathan Edwards, America's first great religious thinker; Joseph Hawley, "the Patrick Henry of Massachusetts"; Caleb Strong, member of the Constitutional Convention, first United States Senator from Massachusetts, and eleven times Governor of that Commonwealth; Calvin Coolidge, thirtieth President.

One meets also many fascinating minor personages: David Ruggles, blind Negro hydropathist; Oliver Smith, whose unique will establishing the Smith Charities was the subject of a famous battle in the local Court House, waged by two legal giants named Daniel Webster and Rufus Choate; Sylvester Graham, eccentric food cultist, father of the graham cracker; and many others.

## *Some Chapter Headings*

**The Last of the River Gods**

**Northampton: Center of Puritan Controversy**

**The Northampton and New Haven Canal**

**Early Days of Florence and Leeds**

**The Water Cures**

**Floods and Disasters**

**The Theatre in Northampton**

**The Great Northampton Bank Robbery**

**Hotels and Taverns**

**Faith Builds A College**

**"Our Goodly Heritage"**

## *Institutions of Renown*

Here has grown to world prominence the Clarke School which, with the aid of Alexander Graham Bell, pioneered in teaching the deaf to speak. Here also, in 1871, Sophia Smith founded Smith College, pioneer in higher education for women and the largest privately endowed resident college for women in the world.

## *Utopia and Water Cures*

In the outskirts of the town flourished one of America's most unusual Utopian communities to which came such visitors as Wendell Phillips, William Lloyd Garrison, and Sojourner Truth, the African Sibyl.

During the 1850's, its water cures made Northampton a true resort of fashion.

## *Local Industries*

In those years, industry flourished. Seventy-four factories lined the banks of its Mill River and everything from superior woolens to the first machine-made covered buttons went out from Northampton to the world.

The mulberry craze of the 1830's gave rise to the large silk mills which dominated the industrial life of the town. Before and since their decline, Northampton has been the home of diversified and specialized industries with a permanent force of highly skilled workers. In this story can be seen reflected the changing fortunes of New England's economic development.

## *"Our Goodly Heritage"*

We read too of new "settlers" from many countries who have been drawn to this "supremely likable town" by its industries, its fertile fields, its fine institutions, and who have added their contributions of diverse backgrounds and skills to the enrichment of the community store.

And so, through its vivid chapters, The Northampton Book portrays a town as old as America and as young as America—its distinctive elements deepening our understanding of the American heritage.

Non-Commercial —
Non-Profit —

# THE NORTHAMPTON BOOK

***will be published in the Fall of 1954.***

It is possible to offer The Book for $5.00 instead of the $10.00 which would normally be asked for so rich a volume because the writers, editors, designers, and other experts who have participated in its creation have given their services and talents as a 300th birthday present to their city.

Publisher — City of Northampton

The only people receiving pay: Printing and Binding Firm (A. S. Barnes, Brattleboro Vt.) and mimeographer —

## ORDER FORM

On its publication in the Fall, please send me ..... copies of The Northampton Book at $5.00 each. I enclose $..... in ..... check; ..... cash; ..... money order.

Name.....

Address.....

.....

U.S. Copyright Office
U.S. Post Office! —

P.S. We hope to break even!! —

Please return this order form to

Mrs. William E. Dwyer
20 Langworthy Road
Northampton, Massachusetts

Cooperating Places to Sell The Book:
Alumnae House; The Quill.
Forbes Library; Hampshire Bk Shop
10 Main St. Stores.

✓ = alumnus or "Smith-connected."
✓✓ = faculty: present or emeritus -
XX = bring history of Smith in a nutshell -
XX = Cops and Robbers — XX = Special, Mr. E. Chase -

Total Smith authors = 25 -

# THE NORTHAMPTON BOOK

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3. Jonathan Edwards — By Daniel Aaron ✓✓
4. Seth Pomeroy: Citizen and Soldier — By Elizabeth A. Foster ✓✓
5. The Part Played by Northampton in the Revolution — By Elizabeth A. Foster ✓✓
6. Major Joseph Hawley — By Francis Brown
7. The Ely Outbreaks in Northampton: Prelude to Shays Rebellion — By Sidney Kaplan
8. Caleb Strong: The Last of the River Gods
   I. The Making of a Conservative Leader
   II. "Patriotism and Piety" III. Mr. Madison's War — By Edwin C. Rozwenc

Part II - Enterprisers and Forerunners

9. Economic Transition: 1817-1860 — By Frank H. Hankins ✓✓
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12. Oliver Smith, Esquire — By Richard C. Garvey
13. Dr. Sylvester Graham — By Richard C. Garvey
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16. Northampton in the Civil War
    I. "Old Hampshire's Favorite Company"
    II. "The Gallant 10th" — By Edwin C. Rozwenc

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20. The Theatre — By Ransom Waterman ✓✓
21. Early Public and Private Schools — By Anna Gertrude Brewster ✓
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24. Forbes Library — By Florence Bannard Adams ✓
25. XX Faith Builds a College
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    II. Under Burton and Neilson — By Edith N. Hill ✓ and Annetta I. Clark ✓
    III. The College Completes Seventy-Five Years

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27. Hampshire, Franklin and Hampden Agricultural Society — By Lilla Stone Parsons ✓ and John Gordon
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29. Manufacturing in Northampton: 1900-1952 — By Esther Lowenthal ✓✓
30. Northampton Labor Unions — By Leo Leopold
31. How Our People Lived — By Harold U. Faulkner ✓✓

Part V - Town, City, and County Seat

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33. Northampton's Lawyers — By William H. Brownell
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36. The Home Front: Ups and Downs, 1919-1936 — By Josephine S. Starr
37. World War II and After: 1937-1953 — By Eleanor S. Upton ✓ and Lucy O'Meara ✓

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38. Immigration to Northampton — By John Francis Manfredi
39. Narrative History of Florence: 1850-1900 — By Elizabeth S. Duvall
40. Early History of Leeds — By Ruth K. Burke
41. Floods and Disasters — By Lucy Wilson Benson ✓
42. Hotels and Taverns — By Nancy Bowker Brownell ✓
43. Northampton State Hospital: 1858-1952 — By Priscilla Bartlett Hill
44. The Hampshire Gazette — By Richard C. Garvey
45. Religious Life in Northampton: 1800-1954 — By Virginia Corwin ✓✓
46. XX Our Goodly Heritage — By Mary Ellen Chase ✓✓

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APPENDIX II - The Tercentenary Committees
APPENDIX III - List of Church Histories and Supplementary Articles

THE NORTHAMPTON BOOK

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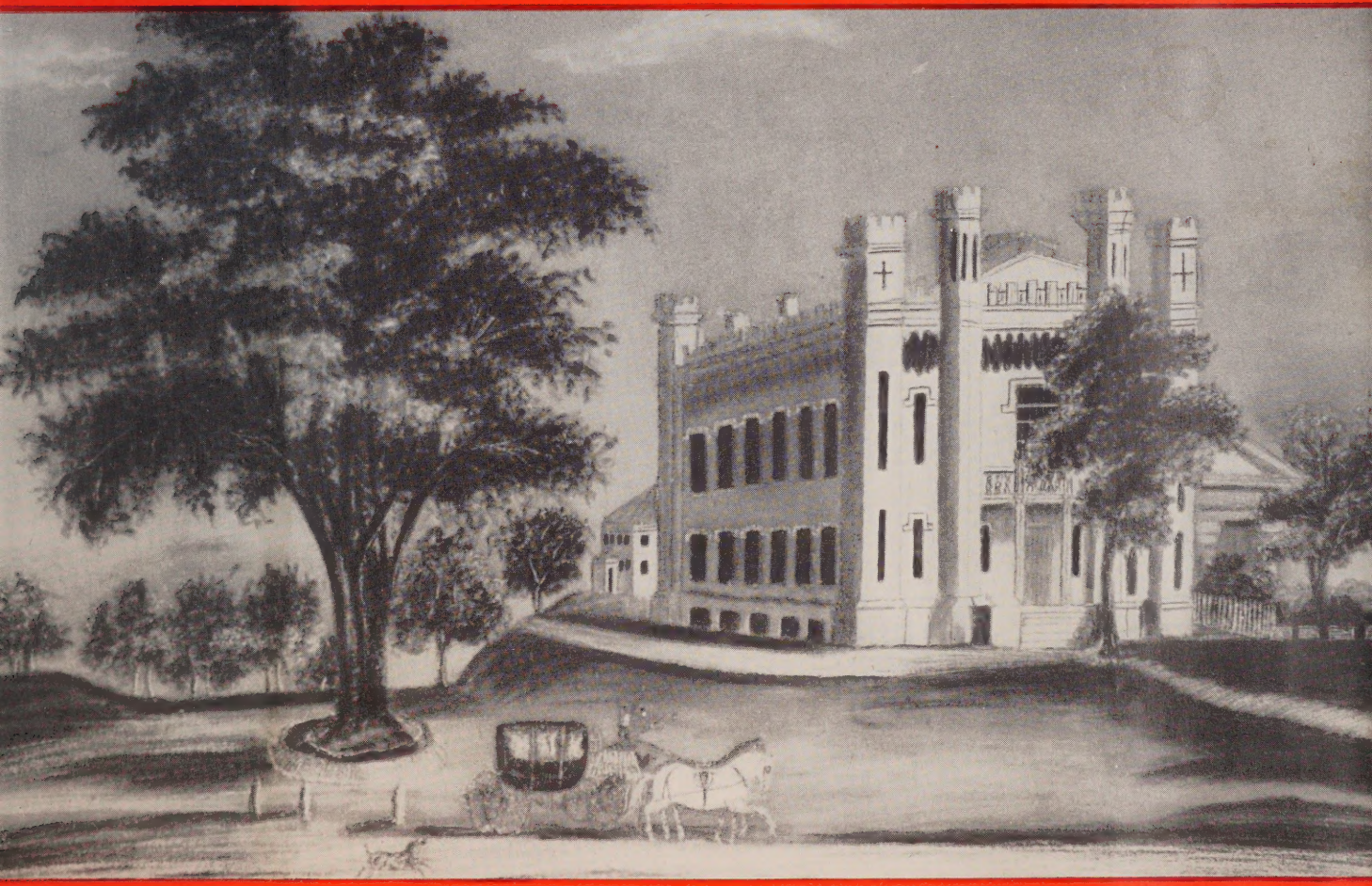
## *Chapters from 300 Years in the Life of a New England Town*



PUBLISHED BY
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(Continued on back flap)

Price $5.00

(Continued from front flap)

## *Institutions of Renown*

Here has grown to world prominence the Clarke School which, with the aid of Alexander Graham Bell, pioneered in teaching the deaf to speak. Here also, in 1871, Sophia Smith founded Smith College, pioneer in higher education for women and the largest privately endowed resident college for women in the world.

## *Utopia and Water Cures*

In the outskirts of the town flourished one of America's most unusual Utopian communities to which came such visitors as Wendell Phillips, William Lloyd Garrison, and Sojourner Truth, the African Sibyl.

During the 1850's, its water cures made Northampton a true resort of fashion.

## *Local Industries*

In those years, industry flourished. Seventy-four factories lined the banks of its Mill River and everything from superior woolens to the first machine-made covered buttons went out from Northampton to the world.

The mulberry craze of the 1830's gave rise to the large silk mills which dominated the industrial life of the town. Before and since their decline, Northampton has been the home of diversified and specialized industries with a permanent force of highly skilled workers. In this story can be seen reflected the changing fortunes of New England's economic development.

## *"Our Goodly Heritage"*

We read too of new "settlers" from many countries who have been drawn to this "supremely likable town" by its industries, its fertile fields, its fine institutions, and who have added their contributions of diverse backgrounds and skills to the enrichment of the community store.

And so, through its vivid chapters, The Northampton Book portrays a town as old as America and as young as America—its distinctive elements deepening our understanding of the American heritage.

# THE NORTHAMPTON BOOK

PART I

*Puritans and River Gods*

PART II

*Enterprisers and Forerunners*

PART III

*The Athens of the Connecticut Valley*

PART IV

*Earning a Living*

PART V

*Town, City and County Seat*

PART VI

*A "Supremely Likable Town"*

**WCSR** *Smith College*

10½ Prospect Street, Northampton, Mass.

600 on your dial

October 2, 1954

Station Manager
Dartmouth Radio Station
Hanover, New Hampshire

Dear Station Manager:

WCSR is back on the air after a summer of planning for bigger and better programs. We are, however, always open to suggestions and new ideas for improving our station. We know that the Dartmouth radio station has an excellent setup and we are very anxious for you to come down to Smith and take over our broadcasting and give ua chance to see how you operate your station.

W e would be very happy to have you come on any Friday or Sunday before Thanksgiving if possible. You can broadcast from seven until twelve either evening.

Looking forward to hearing from you concerning when you would like to come.

Very truly yours,

Saby Davis
Station Manager, WCSR

CD:mg

**WCSR** *Smith College*

10½ Prospect Street, Northampton, Mass.

600 on your dial

October 2, 1954

Station Manager
Mount Holyoke Radio Station
Hadley, Massachusetts

Dear Station Manager:

WCSR is back on the air after a summer of planning for bigger and better programs. We are, however, always open to suggestions and new ideas for improving ourstation. We have heard that your station has an excellent setup and we are very anxious to meet with the officers of your station in the near future to exchange ideas. We feel that both stations would profit from this meeting.

Please let us know when it would be possible for you and your officers to come over to Smith. We are looking forward to hearing from you.

Very truly yours,

Saby Davis
Station Manager, WCSR

CD:mg

**WCSR** *Smith College*

10½ Prospect Street, Northampton, Mass.

600 on your dial

October 2, 1954

Harvard Radio Network
16 Dunster Street
Cambridge, Massachusetts

Dear Station Manager:

WCSR is back on the air after a summer of planning for bigger and better programs. We are, however, always open to suggestions and new ideas for improving our station. We know that the Harvard radio station has an excellent setup and we are very anxious for you to come to Smith and take over our broadcasting and give us a chance to see how you operate your station.

We would be very happy to have you come on any Friday or Sunday before Thanksgiving if possible. You can broadcast from seven until twelve either evening.

Looking forward to hearing from you concerning when you would like to come.

Very truly yours,

Saby Davis
Station Manager, WCSR

CD:mg

**WCSR** *Smith College*

10½ Prospect Street, Northampton, Mass.

600 on your dial

October 5, 1954

Dear Mr. Newell,

In reviewing our books we can find no record of payment for your contract with us last year. As a college organization, our books are audited several times during the year. We would appreciate your cooperation in this matter.

Thank you very much,

Nikki Ernstoff
Advertising Manager

Don't seem to have a copy of this invoice - check, enclosing herewith -

Summit Broadcasting Company

# WRTC

Hartford 6, Connecticut

CHapel 6-6878 DIAL 610

October 15, 1954

Miss Saby Davis
W6SR
Smith College
North Hampton, Mass.

Dear Saby:

Thank you for your letter of October 2. At present, WRTC is busy putting together their program schedule for the 1954-55 season. Changes in announcers and formats are taking place constantly during the first few weeks of operations. Because of the instability of our present schedule, I feel it would be difficult to accept your kind invitation for now.

As things begin to get down to normal, we will be able to consider broadcasting over Smith Radio. Since Thanksgiving is over a month away, there is a good possibility that we could broadcast somewhere around the 25th of November, but for the next few weeks, it would be impossible.

I will contact you when I feel we will be ready to give it a whirl.

Sincerely yours,

Donald F. Shelly

Donald F. Shelly
Station Manager

WYBC 640 ON YOUR DIAL

YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE UNiversity 5-6400

October 15, 1954

Miss Saby Davis
Station Manager, WCSR
10½ Prospect Street
Northampton, Mass.

Dear Saby:

We received your invitation to come up and broadcast at WCSR some Friday or Sunday before Thanksgiving. A sign-up list has been posted, and I'll get in touch with you as soon as we know how many want to come, and when.

Very sincerely,

Jim Boorsch

James T. Boorsch
Chairman

JTB:no

C·R·C

**COLLEGE RADIO CORPORATION**

14 WEST 45TH STREET • NEW YORK 36, N. Y. *Telephone* OXFORD 7-0890

October 22, 1954

Manager, Radio Station WCSR
10½ Prospect Street
Smith College
Northampton, Massachusetts

Dear Sir:

With reference to your inability to carry the Career Hour programs, we request that you please return to us immediately the commercial transcription sent you previously to be used on this program.

Very truly yours,

COLLEGE RADIO CORPORATION

Robert R. Vance

Robert R. Vance, Jr.

RRV/jw

WMS
650 on the Dial
Baxter Hall
Williamstown, Massachusetts

Oct 27, 1954

Miss Saby Davis
Station Manager WCSR
102 Prospect Street
Northampton, Massachusetts

Dear Miss Davis:

We very much appreciate your invitation.

Unfortunately, we're in the midst of a complete rejunvenation and must concentrate our talent here.

We would be very glad to come down during second semester sometime, if you'll give us a raincheck.

I'm gong to try at times during this term to send you tapes of some of our features.

Wish you a successful year.

Sincerely,
David Kleinbard,
WMS Features Director

COLLEGE RADIO CORPORATION
14 West 45th Street
New York 36, New York

11/54

Dear Station Manager:

Under separate cover, you have been shipped 20 promotional posters listing your station call letters and the times of your Lucky Strike radio programs.

10 of these posters are for placement by your station staff, and 10 are for placement by the Student Marketing Institute student representative at your school (if there is no SMI rep at your school, all 20 posters are, of course, for the use of the station).

Please post your 10 copies at spots around the campus where the largest number of students will see them. A report as to where you placed the posters will be solicited from you by us within a few days.

Enclosed are affidavit forms for reporting of national advertising account broadcasts during November, 1954. Please fill these in, sign them, have them notarized, and return to us within 48 hours of receipt.

Return <u>one</u> copy of the Lucky Strike affidavit (see separate instructions)

Return <u>two</u> copies of each of the other affidavits enclosed (if any)

Any departures from the ordered schedule, including programs missed due to vacations, must be fully explained on the affidavit form (explanations to be marked on "additions" sheet only for Lucky Strike program account).

Thank you for your cooperation.

COLLEGE RADIO CORPORATION

RCA MONTHLY CLASSICAL MUSIC PROGRAM AFFIDAVIT OF PERFORMANCE

I certify that hour programs of classical or semi-classical music featuring RCA Victor Records exclusively were broadcast as indicated hereon, with program opening, program closing, and record introduction credits to RCA Victor records as prescribed by Eastern States Radio Corporation or by College Radio Corporation.

(Enter below dates of broadcasts, beginning times of each program, and the number of any of the optional extra announcements which may have been used.)

| Date | Beginning Times | Optional Announcements |
|---|---|---|
| | | |

State of _____

County of _____

Sworn to and subscribed before me

this_____day of_____,

1954, at_____

_____

Notary Public

My Commission expires_____

_____

(signature and title)

_____

(station) (college)

ENTRIES SHOULD BE MADE ON THIS FORM DAILY and the completed sheet returned immediately to College Radio Corporation, 14 West 45th Street, New York 36, New York.

SMI
Student Marketing Institute
375 Fifth Ave., N. Y. 16 MU 3-9918

# 1954-1955 AMERICAN TOBACCO COMPANY CAMPUS CAMPAIGN
## Special Radio Tie-in Bulletin

LUCKY STRIKE cigarettes will be advertised extensively over your college radio station during the 1954-1955 college year.

Since LUCKY STRIKE is the leading national advertiser on college radio, there will be many ways in which SMI Campus Representatives and college radio station personnel can work together in the mutual goal of increasing LUCKY STRIKE SALES. Although your normal campaign activities are conducted for both LUCKY STRIKE and PALL MALL, your radio interview and tie-in programs will be exclusively for LUCKIES since this is the only American Tobacco Company brand advertised on college radio.

At a series of conferences the following plan was worked out by The American Tobacco Co., SMI, the College Radio Corporation (national advertising representatives for many college radio stations) and the Ivy Network (representing Ivy League Colleges) to promote LUCKIES on the campus.

1. An early meeting of the SMI Faculty Supervisor, Campus Representatives and College Radio Station Managers should be held to discuss the activities to be conducted. The manager of your college radio station is _____. Please contact him at once to arrange to have him attend your next regular meeting. He has been advised that a Campus Representative will contact him and has been given the name of the Faculty Supervisor.

2. At this meeting details should be ironed out for these activities:

   a. Placement of Radio Posters
   The American Tobacco Company has furnished College Radio Corporation and the Ivy Network with blank posters similar to those imprinted with "Welcome Students." These organizations will imprint information on the LUCKY STRIKE programs that will be heard on your college radio station and will send the posters to the station manager. You can secure your supply of LUCKY STRIKE Radio Posters from your college radio station manager. Ten Radio Posters have been set aside for placement by Campus Representatives. If opportunities for your placement at retail outlets are limited, you may take less than this amount. These posters are to be placed at retail outlets by SMI Campus Representatives and are to be placed on the campus by college radio station personnel. Report your placement as "RADIO POSTERS" on your Weekly Report Form.

   b. Tie-In Programs
   Last year at a number of college radio stations LUCKY STRIKE cigarettes (20's) were given as prizes for specific NON-LUCKY STRIKE sponsored

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   b. Tie-in Programs
   Last year at a number of college radio stations LUCKY STRIKE cigarettes (20's) were given as prizes for specific NON-LUCKY STRIKE sponsored

programs such as Song Guessing, Sports Scores, etc., with appropriate mention of LUCKIES made during the program. These programs were in addition to regular sponsored programs scheduled for the station. If such an arrangement can be worked out with your radio station, please submit full details to SMI on the COLLEGE RADIO REQUEST Form enclosed.

When SMI receives the COLLEGE RADIO REQUEST Form, the proposed tie-in will be discussed with The American Tobacco Company for approval or possible rejection. Authorization is needed from The American Tobacco Company before any definite arrangements can be made.

If approval is given, LUCKY STRIKE cigarettes for prizes will be shipped to the SMI Faculty Supervisor, with all prizes to be awarded by SMI Campus Representatives. Names of prize winners will be required.

c. SMI Campus Representative Interviews
The week of October 11-16, SMI Campus Representatives should be interviewed by radio station personnel on a regular LUCKY STRIKE sponsored program to acquaint the campus with their activities. An outline of the suggested interview is enclosed. The station manager has been advised of this interview, so contact him to arrange the date and time.

In addition, SMI Campus Representatives should furnish station personnel with information from time-to-time on their campus activities that will be of general interest, so that announcements of these activities can be made on LUCKY STRIKE sponsored broadcasts. (Be certain of course that nothing is revealed that will be beneficial to Campus Representatives of competitive cigarette companies). Report the date and length of your interview on your Weekly Report Form.

There are undoubtedly many other methods of cooperation between SMI Representatives and College Radio Personnel that can be evolved. Please keep SMI constantly informed on all such developments. Let's see what you come up with.

Good luck,

STUDENT MARKETING INSTITUTE

P.S. Enclosed is a copy of a letter which has been sent directly to the station manager by either the College Radio Corporation or the Ivy Network. He has also been sent a copy of our instructions to you.

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Eleanor Bentz interviewed Oct. 13, 1964 10:30 PM.

## Instructions for Campus Representative Radio Interview

During the week of October 11-16 you will be interviewed on your campus radio station during a regular LUCKY STRIKE-sponsored radio program. You should contact the station manager, who has been advised of the interview, to work out the exact date and time. This is what we suggest you tell your fellow students about the Campus Campaign and your duties as SMI LUCKY STRIKE Campus Representative.

1. About Yourself. Introduce yourself as the LUCKY STRIKE Campus Representative. State that you represent The American Tobacco Company, the recognized leader in the tobacco industry. (REMEMBER: you are to discuss your LUCKY STRIKE activities only, in that LUCKY STRIKE is the only brand advertised by The American Tobacco Company on college radio. You might also add something like, "I'm the student you've seen sampling LUCKY STRIKES on the campus." Give a brief description of any other titles or offices you hold on campus or any other affiliation by which you may be known.

2. About Your Duties. Describe your sampling procedure (do not mention quantities). Tell how you will be distributing LUCKY STRIKE samples on the campus throughout the school year. Make sure to state that you would be glad to cooperate with campus organizations in planning special college promotions. Remember ... booths at carnivals, floats, dances, home-coming decorations, parties, smokers, blood drives, ticket sales, career conferences, queen contests, talent shows, charity bazaars, bowling, ping-pong and pool tournaments, banquets, fashion shows, college anniversaries, Campus Chest, Red Cross and Scholarship Fund drives are all "naturals" for promotions.

Make mine music Oct. 22 from 8:00-

3. How You Can Be Contacted. It is important that you give your campus address, or some other place where you can be found and the best time to contact you.

4. Wind Up. Before you thank the interviewer for interviewing you, make sure you tell your audience that LUCKY STRIKE is "the leading selling cigarette in the nation's colleges" and that later on in the program they'll hear proof of this fact. Sign off with something like, "I'll be seeing you on campus."

Do not memorize your interview. However, have this outline before you while you are talking. It covers the points we would like you to mention and has many "key" phrases you may wish to use. Speak slowly enough so that you will be easily understood but try to be brief and to-the-point in everything you say. Be both interesting and informative.

Remember, you are a representative of The American Tobacco Company and SMI. The impression you create among your fellow students towards yourself will influence their attitude. Conduct the interview in an efficient, business-like manner. If you follow the above instructions, your job as American Tobacco Company Campus Representative will be considerably easier and your campus program will be more successful.

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COLLEGE RADIO REQUEST FORM
LUCKY STRIKE PROGRAM TIE-IN

College_____ Location_____

Date Submitted_____ Representative(s)_____

Program Director_____ Station Call Letters_____

Name of Program_____

Detailed Description of Proposed Tie-In Program:

How many times will LUCKIES be mentioned per program?_____ How?_____

_____

Program Schedule: (day(s) - time and length)_____

Program tie-in will start:_____ End_____ Note: If the tie-in is not to be continued during Christmas holidays or vacation periods over one week, please indicate those weeks which you desire shipments be withheld:_____

Number of cartons requested per broadcast:_____ Per Week_____

Do other cigarette companies advertise on your station?_____ If yes, indicate day, time and type of program:_____

_____

THIS SPACE FOR SMI USE

SMI Recommendations:

Date of Approval:_____ Date of Initial Shipment_____

No. of Cartons Approved:_____ Day of Week shipments will arrive_____

COLLEGE RADIO REQUEST FORM
LUCKY STRIKE PROGRAM TIE-IN

College_____ Location_____

Date Submitted_____ Representative(s)_____

Program Director_____ Station Call Letters_____

Name of Program_____

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Number of cartons requested per broadcast:_____ Per Week_____

Do other cigarette companies advertise on your station?_____ If yes, indicate day, time and type of program:_____

THIS SPACE FOR BAT USE

BAT Recommendations:

Date of Approval:_____ Date of Initial Shipment_____

No. of Cartons Approved:_____ Day of Week Alignments will arrive_____

THE TECHNOLOGY BROADCASTING SYSTEM

# W M I T

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

3 AMES STREET

CAMBRIDGE 39, MASSACHUSETTS

Un 4-4331

~~KIRKLAND 2-5300~~

~~IN REPLY REFER TO:~~

November 28, 1954

Station Manager
Radio Station WCSR
Smith College
Northampton, Mass.

Dear madam:

It has been the custom in some previous years for some of the station members of WCSR to come to Cambridge and operate our radio station for an evening. We, of course, would return the favor and operate your radio station for an evening also.

I participated in WMIT's visit to WCSR two years ago, and since I enjoyed the visit very much I have been wondering if the practice of mutual visitation might not well be revived this year.

Last year, unfortunately, our station was robbed of about 1,000 dollars worth of equipment, and we were left microphoneless, turntableless, and amplifierless. We have since replaced some of the more necessary equipment, and we feel that our station is again ready to do justice to guest operators.

If you would like to visit us- and we would most certainly like to visit you, kindly let me know as soon as possible so that the details can be worked out.

Yours truly,

Carl P. Slenk
Assistant Station Manager

UNIVERSITY OF MAINE
ORONO, MAINE

OFFICE OF
ASSISTANT TO THE PRESIDENT

December 7, 1954

Radio Station WCSR
Smith College
Northhampton, Massachusetts

Gentlemen:

The article in the Smith Alumnae Quarterly entitled, "The Voice of Smith College" was interesting. Apparently you have very ambitious plans.

I am wondering what technical method is used for transmitting the signal to the dormitories and residences, second, how the operation of the station is financed, and third, do you have a printed statement or outline of the training which is given to new candidates covering the nine week period as mentioned in the article.

I shall be very much interested to know more about your station.

Cordially yours,

C. E. Crossland

Charles E. Crossland
Assistant to the President

CEC:fb

# STUDENTS PRESENT RADIO BROADCASTS AT SMITH COLLEGE

## New Underground Cable Enlarges Program Facilities

Northampton, Oct. 17—Broadcasts from the student owned and operated Smith College radio station, WCSR, will now be able to reach all parts of the Northampton campus. A newly-laid underground cable, attached to 110 Northampton electrical lines has been completed, and will allow students in distant corners of the sprawling campus to tune in 600 on the dial and hear the voices of radio-minded classmates conducting quiz programs, reviewing plays, announcing classical records, and commenting on the latest popular music.

**Student Financed**

The $2000 cost of the cable was raised by the students themselves. Albert D. King, radio engineer of Northampton, directed the installation of the cable. The innovation was prompted by growing complaints from Smith College students that they could not tune into their own station.

It was on Jan. 6, 1949, that Smith College heard the voice of WCSP for the first time. A little more than a year later, during March 1950, the student operated radio station, together with similar organizations at Amherst College and the University of Massachusetts blazed a trail in student broadcasting with the formal opening of the Pioneer Broadcasting System, the first intercollegiate network in the United States. Most schools have independent stations and occasionally exchange programs with neighboring colleges, whereas these three independent stations are connected by telephone wires. A United Press teletype at Amherst College also supplies hourly news to the Smith station.

**Large Audience**

A gold stamped certificate at WCSR headquarters asserts that the purpose of the joint network, which has 9000 potential listeners on the three campuses, is the furthering of educational radio. Interpreting the word "educational" in its broadest sense, PBS was formed to provide a greater diversity of shows and talent, and to lessen the burden of programming by each independent station.

It is hoped that the installation of the new cable will be the starting point for a program of expansion for the Smith radio station. An anonymous gift of $250 for the purchase of additional equipment and records has provided a new two hour music show which will be heard each weekday afternoon.

Curently WCSR has one national sponsor. The time that would normally be taken up by commercials is used instead to publicize campus activities. Although Northampton residents could previously tune into WCSR, the cable which replaces the old aerial will confine WCSR listeners completely to the Smith campus.

**Student Officers**

Student officers of WCSR are: station manager, Miss Janet White, senior, New Haven, Conn.; production director, Miss Kathleen Herty, senior, Hellertown, Penn.; technical director, Miss Camilla Davis, junior, Mt. Kisco, New York; executive secretary, Miss Almeria Thompson, junior, Houston, Texas; and advertising manager, Miss Dorothy Coffman, junior, of Holyoke.

WCSR broadcasts Monday through Friday from 8 to 9 a. m., 2 to 6 p. m., and 7 to 10.45 p. m., and on Sunday from 9 a. m. to 1 p. m., 4 to 6 p. m., and 7 to 10.45 p. m. There are no Saturday broadcasts

# MIDWEST VILLAGE CONFUSES TRAVELERS

Venice, Ohio (AP)—Venice, Ohio, which doesn't have either canals or gondolas, is having name trouble.

It seems that Venice, a village near Cincinnati, is listed as Venice on road signs but for postal purposes it is Ross, Ohio. Truck drivers, hauling materials to a nearby atomic energy plant, often driven right through Venice because their consignment is for Ross.

No one seems to know just how Ross became Venice but the confusion is becoming a headache.

---

Basque fishermen are believed to have fished off Nova Scotia and as much as 100 years before Columbus "discovered" America, says the National Geographic Society.

GROWERS
★ OUTLET FOOD CENTERS ★
● FREE PARKING AT ALL STORES ●

MONDAY ONLY AT ALL 7 GROWERS SPRINGFIELD, HOLYOKE AND NORTHAMPTON

FACTS ABOUT GROWERS BEEF
FAMOUS BLACK ANGUS AND WHITEFACE HEREFORD STEER CATTLE — KNOWN THE WORLD OVER FOR ITS SUPERIOR QUALITY

STEAKS
TENDER — JUICY — FLAVORFUL

SIRLOIN, SHORT AND T-BONE 79c LB.

YOU SAVE 20c LB. BY TAKING ADVANTAGE THIS MONDAY ONLY

SAVE YOUR REGISTER TAPES
FOR YOUR FREE! DOLLS
YOUR CHOICE OF TYPE AND COLORS

SMITH COLLEGE
NORTHAMPTON MASS.
MAP OF GROUNDS
MAY, 1947
THE PROPERTY OF THE COLLEGE IS IN COLOR
SCALE OF FEET:
LAND AREA 124.61 ACRES
WATER AREA 38.0 ACRES
N
W
E
S
MILL RIVER
PARADISE POND
THE ISLAND
PARADISE WOODS
PARADISE ROAD
ELM STREET
COLLEGE LANE
GREEN STREET
WEST STREET
PRINCE STREET
EARLE STREET
MAIN STREET
STATE STREET
SOUTH STREET
MASONIC STREET
CENTER ST.
PARK STREET
BUTTON ST.
BELMONT AVENUE
ARNOLD AVENUE
PAQUETTE AVENUE
LAMONT BRIDGE
DAM
GOLF
SOCCER FIELD
HOCKEY FIELD
LIGHTED FIELD
FIELD HOUSE
ALLEN FIELD
TENNIS COURTS
EXHIBIT COURT
SCOTT GYMNASIUM
GRADUATE HOUSE
RIDING STABLE
POND RINK
LIBRARY
GARAGE
10 WEST ST.
PRESIDENT'S HOUSE
TENNEY HOUSE
PARK HOUSE
BOAT HOUSE
CREW HOUSE
SHOP
TYLER HOUSE
MORRIS HOUSE
LAWRENCE HOUSE
HUBBARD HOUSE
LILLY HALL
COLLEGE HALL
ELY'S HALL
WASSERBURG HOUSE
STUDENTS BUILDING
ALUMNAE GYM
BURTON HALL
LANKES HOUSE
OBSERVATORY
WALLACE HOUSE
HATFIELD HALL
CHAPIN HOUSE
WESLEY HOUSE
LYMAN PLUMB HOUSE
HOPKINS HOUSE
HAVEN HOUSE
JOHN M. GREENE HOUSE
CLARK HOUSE
DEWEY HOUSE
TRYON ART GALLERY
GRAHAM HALL
GATEWAY HOUSE
HILLYER GALLERY
GRECOURT GATES
STODDARD HALL
ALUMNAE HOUSE
LAMBERT HOUSE
BALDWIN HOUSE
GERMAN HOUSE
GILLETT HOUSE
NORTHROP HOUSE
49 ELM
ARBORETUM
DAY SCHOOL PLAYGROUND
ELIZABETH MORROW SCHOOL
GIDEON HOUSE
ARMORY
CAPEN GARDENS
CAPEN HOUSE
CLUB HOUSE
RAUNER HALL
PARSONS HOUSE
DAWES HOUSE
SESSIONS HOUSE
HENSHAW HOUSE
PARSONS ANNEX
CAPEN ANNEX
PROSPECT STREET
BEDFORD TERRACE
ROUND HILL ROAD
CRESCENT STREET
HENSHAW AVENUE
KENSINGTON AVENUE
WASHINGTON AVENUE
HARRISON AVENUE
MAYNARD ROAD
FORBES AVENUE
VERNON ST.
JAMES STREET
ORVAIS GREEN
WILDER HOUSE
COMSTOCK HOUSE
MORROW HOUSE
GARDINER HOUSE
JORDAN HOUSE
ELLEN EMERSON HOUSE
CUSHING HOUSE
WILSON HOUSE
NORTHCOTT HOUSE
LAURA SCALES HOUSE
CAROLINE KING HOUSE
FLORENCE GILMAN PAVILION
ELIZABETH MASON INFIRMARY
SUNNYSIDE
WINDSOR HOUSE
WASHBURN HOUSE
WASHBURN AVENUE
146
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174
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WALKER HALL 640 **WAMF** 640 AMHERST, MASS.

*"the radio voice of amherst college"*

cc: Vance
WCSR
WMHC
WAMF

December 9, 1954

Mr. Robert R. Vance,
College Radio Corporation,
14 West 45th Street,
New York City,
New York.

Dear Bob,

Just a line to tell you the latest happenings up here, including some top-notch news about your old college creations, especially the Pioneer Broadcasting System.

That being the best news, in fact, it shall come first. The girls from Mount Holyoke College have received some windfall benefits, and, by virtue of this, have decided to join PBS for the remainder of the year.

There is, of course no need to tell you what this will mean to us in terms of prestige on campus. To say that we have direct lines to the campi of the two local women's colleges, and moreover, that we're the oldest ( and now, I think, the biggest) line-linked web in the country is something for any group to swell its chest about. Seeing as how most of it was your idea, I pass the information to you, and invite you to glow with pride as we are.

The requirements on the Lucky Strike contract, signed early this year, and dated "January 2nd, 1954" are being interpreted as follows: Since the girls from Mount Holyoke can take no advertisement of the "jingle variety" by faculty fiat, I have felt that they could be included in section 6b of the contract which says "that any sustaining program using news or other material provided by the United Press news teletype service shall be introduced and closed with the credit line "This news was (is) brought to you through the courtesy of Lucky Strike cigarettes" or such other credit line as the sponsor may prescribe."

I feel that as far as WMHC of Mount Holyoke is concerned, they are presenting a "sustaining program" in that they receive no direct benefits from the news ticker as we do, or as the network does by having the phone line between here and Northampton. Since we can consider them as presenting a "sustaining show" and since their faculty is reluctant to allow anyone to sing the virtues of any product over their station, we will give them the news at no additional expense to you and with credit to Luckies.

That being the case, and meeting with your approval, we intend to start broadcasting on Monday, January 10, 1955.

Looking forward to seeing you over the Xmas break, I am,

Cordially yours,

**WCSR** *Smith College*

10½ Prospect Street, Northampton, Mass.

600 on your dial

December 12, 1954

WMIT
3 Ames Street
Cambridge 39, Massachusetts

Dear Carl:

We were very happy to get your letter inviting WCSR down to WMIT in the near future. We are very anxious to come and see your station. However, we find that it is impossible for us to come before February as Christmas vacation is arriving shortly and right after that we have our mid-year exams.

Thank you very much for your invitation and we will definately write to you early in February and set a date for us to come there or for you to come to Hamp.

Sincerely,

Saby Davis
Station Manager, WCSR

CD:mg

# W C R B

**BOSTON 54, MASSACHUSETTS**

Dec. 26, 1954

Dear Polly,

Merry Xmas and Happy New Year!

I just caught up on my old reading matter and glanced over Smith Alum magazine. Enjoyed your article on the radio station.

I too have joined the family. I am sales manager, at the Sheraton Plaza office, for WCRB, Boston's only AM-FM concert music station. It's terrific! I love it. My salary is just fabulous. I attend the Advertising Club of Boston on Tuesdays.

Just wanted to say hello. Will see you in June.

Sincerely,

Muriel Jan
(Mimi Goomberg)

Be sure to say hello to Mr. Cadman and Bo

Tuesday, November 30

Dear Dotty,

Even I, lethargic letter writer that I am, have been stirred out of my stupor by your article in the Alumnae Quarterly.

What publicity! That radio station sounds like quite a place! It can't be the same garage with the cantankerous turntables and broken-down mikes that I used to know. It sounds like a plush establishment with NEW EQUIPMENT and SPONSORS!

Seriously though, it would seem that you all are doing a spectacular job. I hope that I can make it up to Hamp this winter and see you in action. When I come, I must have "Breakfast with Boo and Bob", "Tea at Two", and then we'll all go someplace else for "The Cocktail Hour", since you seem to have no provisions for it. (Tell Ann, though, that she's really missing the programing idea of the year. Just think what a hit "The Cocktail Hour" would be, sponsored by Rahar's and featuring Murph.)

Give my love to Sabey and Boo and Gail and Ruby and Al and .... everyone else whom I've forgotten to mention.

Love,

Sandy

(Sandy Barron, WCSR Production Manager in 1952.)